

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.61 Index*

ED SCOFIELD'S



Geneva Gardens

GENEVA, N. Y.

ETOILE DE HOLLANDE

This is the standard against which all other red roses are measured. Superb in its deep color, form and fragrance.

\$1.00 ea.; 3 for \$2.19

10 for \$9.00

U. S. Department of Agriculture

FALL PLANTING GIVES
BEST RESULTS!



PEACE ROSE
See page 3

Fall 1950 Catalog

ROSES
EVERGREENS
FLOWERING TREES
FLOWERING SHRUBS
SHADE TREES
FRUIT TREES
BUSH FRUIT

HOME ORCHARD BARGAIN

One each of 4 Favorite Fruits;
Dwarf McIntosh Apple,
Dwarf Bartlett Pear, Standard
Black Tartarian Cherry, El-
berta Peach. (Value \$11.25)

Order
Group A **\$9.85**
ONLY




THE "TOPS" IN *Everblooming*

SPECIAL COLLECTION

ONE EACH OF THESE
SIX VARIETIES ILLUSTRATED


Group 1 *Only*
\$5.40



PRESIDENT
HERBERT
HOOVER




ROSLYN



CHRISTOPHER
STONE



PICTURE



GOLDEN
DAWN

Rose Bushes

3

THESE ARE THE FAVORITES WITH
EXPERIENCED GARDENERS EVERYWHERE

HYBRID TEA ROSES

AMI QUINARD Intense dark crimson, almost deep as black velvet. Beautiful urn-shaped bud seems black; then opens to rich, deep crimson blooms of lovely form. Very profuse. Ami Quinard is a classic.

CHRISTOPHER STONE Brilliant, sparkling scarlet-crimson. Particularly profuse in its freedom of blooms all season. Very vigorous. One of the best.

CONDESA de SASTAGO The leading two-tone rose. Fiery-copper red inside of petals and rich yellow outside. A riot of rich unusual colors. Fragrant!

GOLDEN DAWN Very large rich yellow. Gorgeous buds are splashed carmine and open into enormous sunflower-yellow fragrant blooms.

PRES. HERBERT HOOVER An amazing blend of maroon and orange tones. Huge size, very profuse and richly perfumed. Considered the most brilliantly colored of all roses by experts from coast to coast.

MRS. SAM MCGREDY Scarlet-copper-orange flushed red. Another one of those beautiful big roses with an almost impossible blend of rich color. Fragrant.

NEIGE PARFUM Like a gorgeous big white peony. This is so rich in its lemon-verbena fragrance that it's recognized as the most fragrant of all roses!

PICTURE The finest clear pink, according to American Rose Society rating. Beautifully formed, medium-size, blooms continuously all season. Fragrant.

POINSETTIA Magnificent rich scarlet...like glowing fire-red. One of the finest red, red roses! Has very good form, fragrance, size and everything else that's desirable in a perfect rose for your garden.

PINK RADIANCE One of the most dependable pink roses in the world. Planted everywhere because it always performs like a true prize-winner.

RED RADIANCE Deep rosy-red...with all the fine qualities of Pink Radiance. This is probably the most widely planted rose in the world. Vigorous.

ROSLYN Deep-golden yellow with darker shadings in the half-open bud. A rugged dependable performer; will give hours of garden pleasure all season.

Any of above varieties \$1.00 ea.; 3 of same variety 90c ea.

Special! One Each of 12 Above **\$10.80**
GROUP 2

PEACE *The World's Most Beautiful Rose!*

Illustrated in full color on back cover.

"WONDERFUL!...SUPERB!...Too Beautiful to Be True! The most beautiful thing on earth! Best rose I've seen in 58 years!" That's what experts of the American Rose Society say about Peace. It's the easiest rose in the world to grow. Enormous blooms, often over 6 in. across!! Hardy, vigorous, disease-resistant, everblooming. Rich gold buds have scarlet edges...then as the blooms unfold, the gold changes to canary yellow and finally to cream. Very long-lasting.

\$2.00 each; 3 for \$5.40; 6 for \$10.80 (Giant plants \$2.25 each.)

*You must be
completely satisfied!*



Here's my Guarantee in Writing

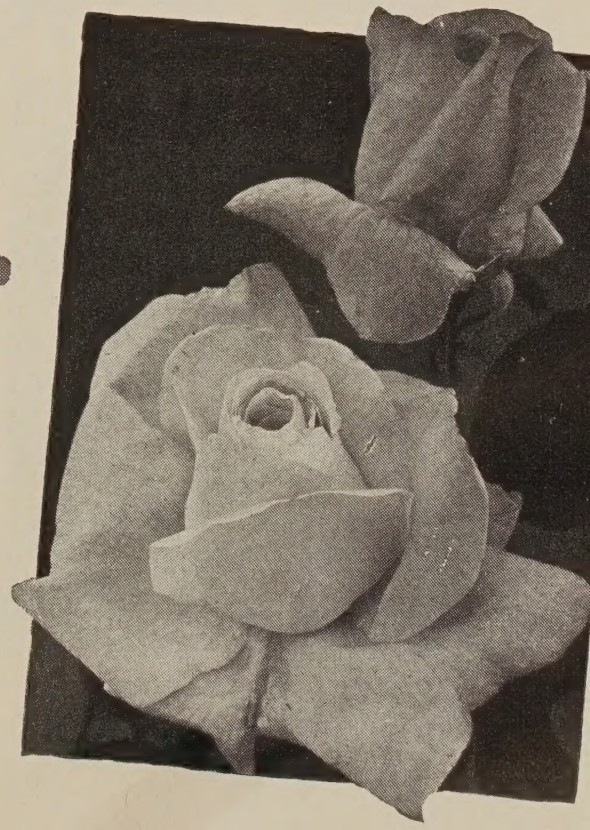
You'll be absolutely satisfied with every plant you get from Geneva Gardens...and I mean **ABSOLUTELY SATISFIED.**

First...I offer only Tried-and-True varieties. I've ransacked the whole garden field; planted hundreds of different varieties with my own two hands...and I've picked out for this catalog only the most dependable varieties, the ones that grow real easy for folks like you and me.

Second...I fully guarantee satisfaction with every plant. **NO STRINGS ATTACHED!!** If you aren't completely satisfied, I'll send new plants or return your money, whichever you prefer.

There are dozens of beautiful catalogs with their gorgeous illustrations to get your hopes up. Then how can you be sure of always picking out the best varieties? It's easy...**ALWAYS BUY FROM GENEVA GARDENS!** Remember, I **GUARANTEE TO PLEASE YOU!!**

Ed Scofield



To Get **MORE** For Your Money **START RIGHT HERE!**

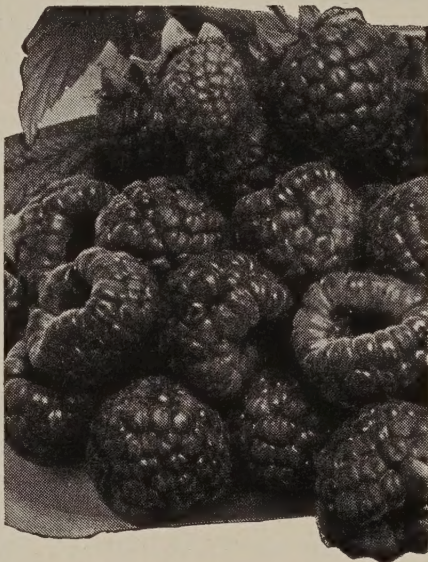


"These Bring You an awful lot for your money
...the only trouble is the supply is limited..."

ORDER TODAY!



ROSES (medium grade)
Red, Pink, Yellow
3 for \$1.65 **each 59c**



Indian Summer
RASPBERRIES **49c**
10 for \$1.00 4 for



NORWAY SPRUCE **\$1.19**
12-18" **each**



PAUL'S SCARLET
CLIMBER **each 59c**
(medium grade)

Other Special Values

That We
Couldn't Fit on this Page

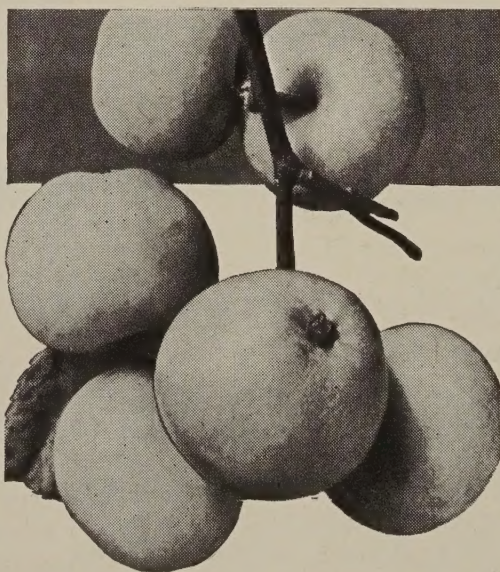
CHRISTMAS ROSE Page 26
French HYBRID LILACS p. 12
Dwarf Apple and Pear Trees
Best Varieties... p. 17-18-19
CLIMBING ROSES... Page 10
NUT TREES Best kinds... p. 24
PINOCCHIO, FASHION and
other leading floribunda p. 8-9



BLUEBERRIES **\$1.49**
1 Stanley, 1 Rubel
2 yr. plants 2 for



PURPLE LILAC **59c**
3 for \$1.65 18-24" **each**



RED MCINTOSH
APPLE 2-3' tree **each 59c**



LOMBARDY **each 49c**
POPLAR 3-4'
Very fast growing

FALL IS THE **BEST** TIME
TO PLANT ROSES!

5

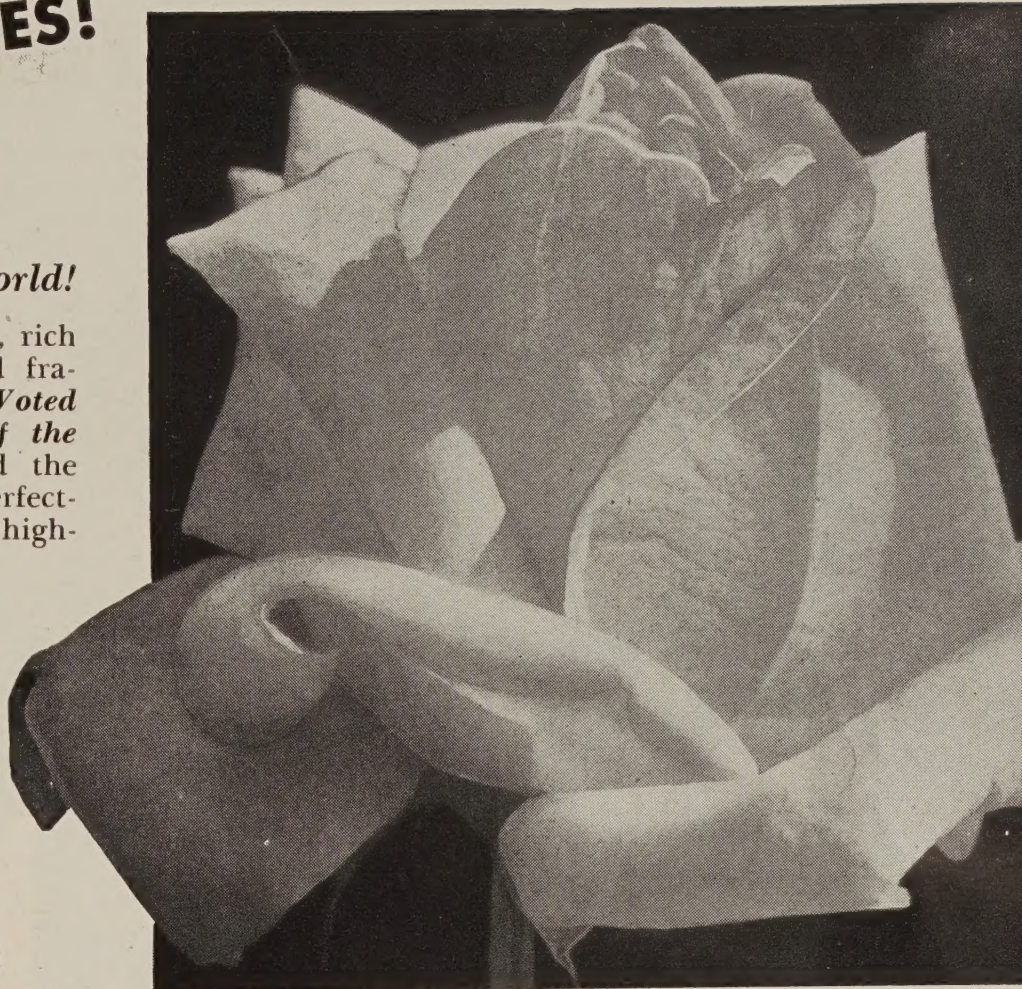
Crimson Glory

Most Perfect Rose In The World!

Continuously in bloom with deep, rich crimson roses of glorious form and fragrance. No other rose can touch it! *Voted their Top Favorite by members of the American Rose Society.* Also voted the Most Fragrant. Deep red buds are perfectly formed; unfolding slowly into high-centered blooms of velvety crimson.

Crimson Glory is so rich in color; so perfect in form and size; so gracious with its delicious fragrance that it deserves a prominent place in every garden. Treat yourself and the family to several plants this Fall. (Pat. 105)

\$1.50 each; 3 for \$4.05; 6 for \$8.10
Selected GIANT Plants \$1.75 ea.



CRIMSON GLORY IS EVERYBODY'S FAVORITE

Geneva-Grown for Better Results!

PRIZED VARIETIES - EVERBLOOMING ROSES

These Leading Patented Varieties Always In Big Demand

(Roses marked * are winners in All-America Tests.)

***CHARLOTTE ARMSTRONG** Deep, glowing rose-red. Enormous size... often over 6" across. Very vigorous and dependable for all season bloom. Pat. 455.

\$1.50 each; 3 for \$4.05; 6 for \$8.10

***DIAMOND JUBILEE** *The famous Jackson & Perkins Anniversary Rose!* Magnificent 5 to 6" blooms of warm glowing buff-orange produced rapidly. Heavy textured petals do not burn or fade. Pat. 824.

\$2.00 each; 3 for \$5.40; 6 for \$10.80

ECLIPSE *Most popular and most dependable of all golden yellow roses.* Particularly famous for long, graceful "streamlined" bud. Blooms profusely all season. Pat. 172.

\$1.35 each; 3 for \$3.65; 6 for \$7.30

ENCHANTMENT Ever see a peach-pink rose so big it didn't seem real? It was probably Enchantment. *6 to 7" blooms are the rule... and they're like that all season!* Pat. 737.

\$2.00 each; 3 for \$5.40; 6 for \$10.80

***FORTY-NINER** Very spectacular! Inside of petals vivid red, and outside of petals a chrome-yellow. *One of the brightest of all roses.* Extremely vigorous. Pat. 792.

\$2.00 each; 3 for \$5.40; 6 for \$10.80

***K. T. MARSHALL** Warm glowing pink of perfect form and luxuriant, rich growth. Dependable performer week-in-and-week-out. Very likely to become one of your favorites. (Its one of mine!) Pat. 607.

\$1.35 each; 3 for \$3.65; 6 for \$7.30

MANDALAY *Largest of all yellow roses; blooms over 6" across... gigantic beauties!* The clear, pure gold never fades. Pat. 775.

\$2.00 each; 3 for \$5.40; 6 for \$10.80

NEW YORKER Known to many as "*The BEST Red Rose of All Time*"... and it really is that good! A red, red rose that never fades. Blooms always clear and sparkling; often 6" sometimes more! Pat. 832.

\$2.00 each; 3 for \$5.40; 6 for \$10.80

***PEACE** The Most Beautiful Rose in The World! (Complete description page 3; full color illustration on back cover.) See the **NEW CLIMBING PEACE** on page 10. Bush or Climber... \$2.00 each; 3 for \$5.40

ZULU QUEEN *The darkest and blackest of all red roses!* A striking deep maroon, almost black in its center. Not unusually profuse, but very satisfactory.

\$2.00 each; 3 for \$5.40; 6 for \$10.80

*Leading Varieties of
Patented Roses*

7 Piece Fall Planting Special!!

New Yorker, Crimson Glory, Peace,
Enchantment, Diamond Jubilee, K. T.
Marshall, Forty-niner

GROUP 4

(You save \$1.25)

\$11.60



GET THE JUMP "FALL is the These

E. G. Hill, a gorgeous scarlet-crimson you'll enjoy all next summer. Fall is the perfect time to plant this beauty!

Lots and lots of folks have gardens just as pretty as this!

BETTY UPRICHARD Very popular! Carmine and salmon tones, with surprising quantities of large, spicy fragrant blooms. Outside of petals deep carmine, inside a silvery salmon.

CALEDONIA One of the best whites. The long handsome buds open into high-centered blooms of ivory, gradually changing to pure white. Very fragrant.

DUQUESA DE PENARANDA Intriguing orange-apricot, with deeper copper tones. You'll also love its fragrance, and you'll be absolutely amazed at its tall strong growth. Noted for its continuous blooms.

ANY OF ABOVE VARIETIES

\$1.00 ea.; 3 of same variety \$2.70; 6 for \$5.40

EDITH NELLIE PERKINS Magnificent! Orange-cerise and salmon, tinged with gold inside. Perfect buds open into unforgettable blooms of classic form. Fragrant; vigorous and blooms very freely ...that's why it's still a favorite after many, many years.

EDITOR McFARLAND Deep, clear pink. Named in honor of America's greatest rose grower, and a fitting tribute to his beloved memory. Considered by many to be the finest deep pink rose in the world.

E. G. HILL A Brilliant, Spectacular Scarlet-Crimson. Never fades or turns blue, but instead becomes deeper and deeper as the lovely blooms open. Remarkably profuse too! Its dazzling color and masses of blooms make this a top variety wherever fine roses are grown.

K. A. VICTORIA Handsome, pure ivory-white. So beautiful and easy to grow that it has been a top favorite since 1891! Millions of plants sold in the past 60 years, and it's still going as strong as ever. What better recommendation could any rose have?

ANY OF ABOVE VARIETIES

\$1.00 ea.; 3 of same variety \$2.70; 6 for \$5.40

**SPECIAL
ROSE
OFFER**

America's Favorites
A Special Collection of To-Day's Most Popular Everblooming Roses
10 PLANTS 1 EACH OF
Etoile de Hollande, Poinsettia, Christopher Stone, Picture, Radiance, Golden Dawn, McGredy's Yellow, Sister Therese, Mrs. Sam McGredy, McGredy's Ivory
GROUP 3 **\$9.00**
Only 90c EACH. All 10 plants



"For bigger, better blooms
next Spring ...
PLANT THIS FALL"

Geneva Gardens

ON SPRING! Experts Agree BEST Time to Plant EVERBLOOMING ROSES!"

7

All Color Rose Collection
A Gorgeous Assortment of Colors including **E. G. Hill** (red), **Sister Therese** (yellow), **Editor McFarland** (deep pink), **K. A. Victoria** (white), **McGredy's Scarlet**
GROUP 5
ALL FIVE PLANTS Only \$4.50

MARGARET McGREDY Orange-scarlet to carmine-rose. Grows so vigorously that it is never without flowers from early June until hard killing frosts. Very, very good!

McGREDY'S IVORY Pure, lovely creamy-white. Very long, pointed buds open into beautiful high-centered blooms. Frequently a Blue Ribbon Winner.

McGREDY'S SCARLET Vivid, luminous rose-red with a bright scarlet sheen. Profuse in bloom; remarkable in size and just one or two plants will perk up your whole garden.

McGREDY'S YELLOW Soft, clear yellow...a delicate but strikingly beautiful rose. Has characteristic growth, vigor and profusion of all the other famous McGredy roses.

MME. JOS. PERRAUD Warm, rich coppery-yellow tones. An excellent exhibition rose. Perfect form, long stems and beautiful foliage. If you don't know this one, by all means try it at once!

MME. JULES BOUCHE Very fine white. Sweetly scented blooms are produced freely all season.

MRS. E. P. THOM Deep, unfading canary yellow. Rates very high with the experts. Long, pointed buds and strong, unfading blooms produced freely until frost.

MRS. P. S. DU PONT Another fine yellow, but this one is deep and golden. Known far and wide for its unusual vigor and remarkable profusion of blooms.

SISTER THERESE Long, pointed silvery yellow buds, marked mauve-red. Bright fragrant blooms, daffodil-yellow with markings of carmine around the edges of some petals. Profuse bloomer from June to frost, with robust vigor and growth.

TALISMAN You probably know this one; it's a florists favorite when you buy cut roses. Glorious combination of orange-yellow and rose-red, with beautiful long, pointed buds and bright, showy blooms. The Fall bloom on Talisman is especially gorgeous.

ANY OF ABOVE VARIETIES

\$1.00 ea.; 3 of same variety \$2.70; 6 for \$5.40

DWARF FRUIT TREES APPLES - PEARS

SELECTED GIANT FRUITS
APPLES - PEARS - PEACHES
PLUMS - NUT TREES, etc.

See Pages 16 to 24

GENEVA, NEW YORK





PINOCCHIO has hundreds of salmon-pink flowers on every bush. \$1.25 each; 3 for \$3.40



WANT COLOR DAY-AFTER-DAY-AFTER-DAY?

Then Plant Floribunda Roses This Fall!

These handpicked Floribunda and Polyantha roses bloom continuously. All summer long, they're covered with immense clusters of buds that keep opening fresh daily. Every plant is so loaded with blooms that the word 'everblooming' seems inadequate. Easy to grow without pampering!



FASHION Leads the 'Hit Parade' of new Floribundas. Clusters of warm, rich oriental-red buds open to exquisitely formed blooms of coral-pink brushed with gold. Graceful wavy petals and a striking golden center. So good it won All-America honors, plus awards from several foreign countries. Pat. 789. \$2.00 each; 3 for \$5.40; 6 for \$10.80

If you plant 'em this Fall,

I GUARANTEE blooms like these!

BETTY PRIOR Teeming with clear pink blooms in great broad clusters. Looks like Red Flowering Dogwood, but in an exceptionally large bush. This is my own favorite rose because it blooms freely all season no matter where you plant it. Use it as an ever-blooming giant shrub; to 5' tall. Pat. 340. \$1.25 each; 3 for \$3.40; 6 for \$6.80

CAMEO Clusters of 2" clear orange semi-double blooms. Blooms freely all season. Vigorous plants average 24" high. \$1.00 each; 3 for \$2.70; 6 for \$5.40

CHATEAU Scarlet-crimson, and covered with blooms from June right straight through to frost. Very double flowers produced in masses of strong rich eye-arresting color. \$1.00 each; 3 for \$2.70; 6 for \$5.40

ELSE POULSEN Bright rose-pink; almost single. Produced in large, branching clusters. Very vigorous and erect; easy to grow. \$1.00 each; 3 for \$2.70; 6 for \$5.40

Outstanding Floribundas

5 Leading Patented Floribundas

**FASHION, PINOCCHIO, RED
PINOCCHIO, GOLDBLOCKS,
SUMMER SNOW**

GROUP 6
(Value \$7.75)

Only **\$6.98**

These Floribunda Roses

ALWAYS IN BLOOM

FROM JUNE TO FROST!

FLORADORA Unusual shade of scarlet-red, touched with orange-scarlet tones. Blooms shaped like camellias. Very popular. \$1.00 each; 3 for \$2.70; 6 for \$5.40

GOLDBLOCKS Bright, spectacular yellow. "Stardust refined to gold"... One of the best of the Floribundas. Clusters of well-formed blooms all season. Pat. 672. \$1.50 each; 3 for \$4.05; 6 for \$8.10

KATHERINE ZEIMET Enormous heads of perfect, tiny white blooms, like button chrysanthemums. Large clusters make a grand show in mass plantings and in hedges. \$1.00 each; 3 for \$2.70; 6 for \$5.40

LAFAYETTE Semi-double crimson; blooms very freely in loose clusters of 40 or more. You can count on this for bright color all season. Larger blooms than most Polyanthas. \$1.00 each; 3 for \$2.70; 6 for \$5.40

ORLEANS Dazzling cherry-red with crushing masses of blooms day-in-and-day-out. You can rely on this for a real show! \$1.00 each; 3 for \$2.70; 6 for \$5.40

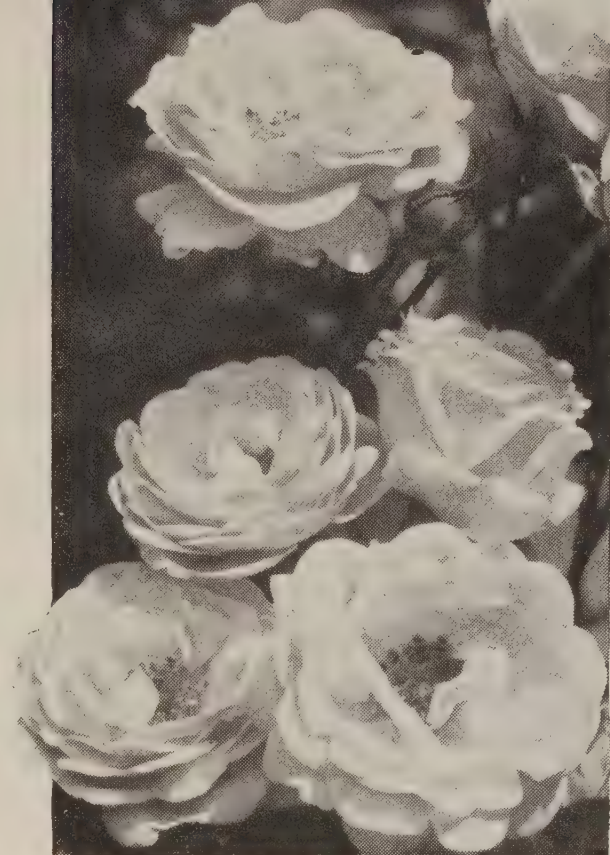
PINOCCHIO Look at the picture of this on page 8. And it actually blooms just like that! Pat. 484. \$1.25 each; 3 for \$3.40; 6 for \$6.80

POULSEN'S YELLOW Clear, vibrant yellow; small semi-double blooms on vigorous, tough plants. An old favorite! \$1.00 each; 3 for \$2.70; 6 for \$5.40

RED PINOCCHIO Can you imagine that robust, free-flowering Pinocchio in deep rich carmine-red? This variety is rapidly winning the honor of being the top-favorite red Floribunda. Pat. 812. \$1.50 each; 3 for \$4.05; 6 for \$8.10

RED RIPPLES Wavy petals and clear, bright red color. Great masses of blooms continue later in the season than most others. Very vigorous. \$1.00 each; 3 for \$2.70; 6 for \$5.40

SUMMER SNOW Heavy, full clusters cover the plant with pure white blooms throughout the entire season. Absolutely one of the best Floribundas for mass plantings, hedges and any other spot where you want a permanent color effect. Easy to grow, hardy, tough and disease-resistant...it has everything you could possibly want, and then some! Pat. 416. \$1.25 each; 3 for \$3.40; 6 for \$6.80



GOLDEN SALMON Blooms like the above in dazzling orange-salmon. A rose that you will love more and more as you observe its masses of blooms in your own garden next season. Very tough and easy to grow. Four or 5 plants in a group make an amazing display even in large gardens. \$1.00 ea.; 3 for \$2.70; 6 for \$5.40



IDEAL Dark, scarlet-red...shaded with black. A profusion of these deep, rich blooms produced constantly in immense, compact bunches. Loosely semi-double. Plants you order now will never be without color from June to October.

\$1.00 ea.; 3 for \$2.70; 6 for \$5.40

RAINBOW ROSE COLOR COLLECTION

An Amazing Array of 6 Bright Colors!

Orleans (cherry-red), Else Poulsen (rose-pink), Red Ripples (bright red), Golden Salmon (orange-salmon), K. Zeimet (pure white), Poulsen's Yellow (lovely clear yellow)

GROUP 7

(You save 60¢)

Only **\$5.40**

Climbing Roses!

TO DRAPE ON FENCES, PORCHES, PILLARS

These varieties you can really depend on!



PAUL'S SCARLET CLIMBER

PAUL'S SCARLET CLIMBER Clusters of brilliant scarlet blooms completely cover the plant from top to bottom. Most popular and reliable of all red climbers. A solid sheet of blazing scarlet that does not fade; remains clear and brilliant throughout the long life of the blooms. Unquestionably the most popular and most widely planted of all climbing roses.

\$1.00 ea.; 3 for \$2.70; 6 for \$5.40

BLAZE Bright scarlet blooms, just like Paul's Scarlet (above). Some plants re-bloom in August and September after they've become well established. Pat. 10.

\$1.50 ea.; 3 for \$4.05; 6 for \$8.10

AMERICAN BEAUTY (*Climbing*) Fragrant, double rosy-carmine. \$1.00 ea.; 3 for \$2.70

DR. VAN FLEET Lovely pale pink; huge, perfectly formed blooms. Lots of flowers.

\$1.00 ea.; 3 for \$2.70

PRIMROSE Covered with large yellow blooms for a month. Warm, rich color. Very hardy.

\$1.00 ea.; 3 for \$2.70

SILVER MOON Great, cup-shaped blooms 3½ in. Semi-double. Glorious in June.

\$1.00 ea.; 3 for \$2.70

SPANISH BEAUTY Sweetly fragrant, pearl-pink; outside of petals a deep pink. Big, striking blooms; vigorous but needs winter protection.

\$1.00 ea.; 3 for \$2.70

TALISMAN (*Climbing*) The famous Talisman in climbing form. Glorious combination of orange, yellow and rose-red. Blooms freely and persistently, but needs winter protection.

\$1.00 ea.; 3 for \$2.70

Everblooming Varieties

ALOHA Gorgeous new deep pink. Masses of enormous blooms cover the large plant in June; blooms all summer. (PAF) \$2.75 ea.; 3 for \$7.45

CRIMSON GLORY (*Climbing*) Magnificent deep crimson blooms of perfect form. Just as beautiful as its famous namesake. Needs winter protection. Pat. 736.

\$2.00 ea.; 3 for \$5.40

NEW DAWN Apple blossom pink. Blooms profusely in June, and re-blooms all season.

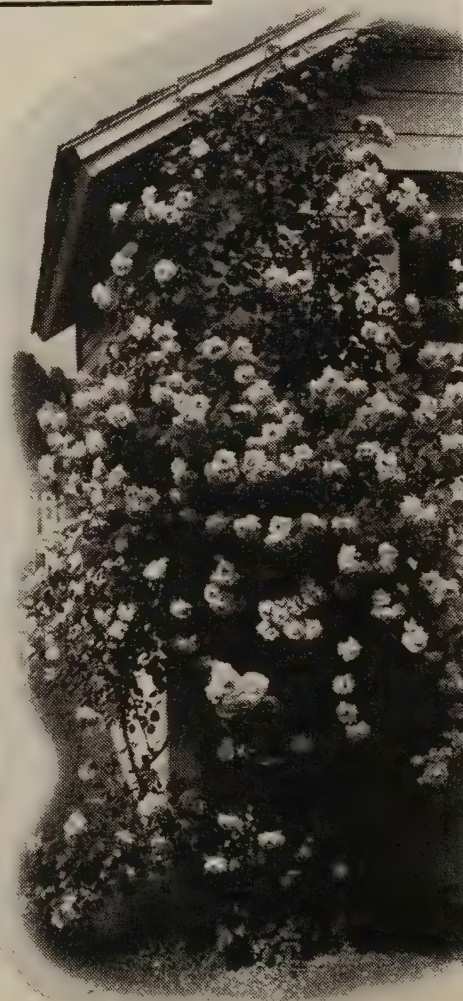
\$1.50 ea.; 3 for \$4.05

Climbing PEACE

Here's the most gorgeous new plant in the garden world! Peace rose, the amazing beauty described on page 3 (*and shown in natural color on the back cover*) now available in Climbing form. Covered with the same magnificent blooms that have made Peace so famous... it will be the most outstanding plant in any garden.

By all means try it, but be sure you give it good winter protection. Hardiness not yet fully proven. (P.A.F.)

\$2.00 ea.; 3 for \$5.40; 6 for \$10.80



CLIMBING PEACE (NEW)

All the Experts Agree (BECAUSE YOU GET BETTER RESULTS)

"Fall Is The IDEAL Time To Plant Climbers!"



Everblooming

Only **\$1.00** EACH

SHRUB ROSES



All Season Bloom on These Amazing GIANT ROSE PLANTS!

F. J. GROOTENDORST Bright red clusters like those above; all summer long these unusual blooms are produced freely. Plants so vigorous that once established they get 6 ft. tall. All during June, July, August and September these Giants show constant color. Noted for hardiness, vigor.

\$1.00 ea.; 3 for \$2.70; 6 for \$5.40

GOLDEN ROSE OF CHINA (Rosa Hugonis) Gorgeous in June when the 2½" single yellow blooms cover huge plant.

\$1.00 ea.; 3 for \$2.70; 6 for \$5.40

PAUL NEYRON Dark lilac-rose. June blooming with a few scattered flowers later. Exceptionally large, and fragrant.

\$1.00 ea.; 3 for \$2.70; 6 for \$5.40

SIR THOMAS LIPTON Snowy white blooms cover the plant in spring; rebloom during the summer.

\$1.00 ea.; 3 for \$2.70; 6 for \$5.40

BELLE POITEVINE A giant, double-flowering hedge and shrub rose. Loosely formed blooms of bright pink appear in great shaggy clusters all season. Large, vigorous healthy grower. Frequently over 4' tall.

PINK GROOTENDORST Blooms like those illustrated above in lovely, clear shell-pink. These unusual roses are borne in clusters of 20 to 30 on each stem. Always in bloom from June until frost. 6 ft. tall.

GRUSS AN TEPLITZ Large, double scarlet-red... with velvety shadings and intense fragrance. Blooms in enormous open clusters freely all season. Considered by many the best outdoor rose for bold, striking garden decoration. Use as an everblooming shrub.

RED RUGOSA Single blooms in shades of pink, magenta and rosy-crimson... continuously all season.

HANSA A Rugosa type, but of a distinct crimson color. Large single blooms continuously from June on.

FRAU KARL DRUSCHKI Huge, iron-tough plants covered with enormous snow-white blooms in June. Repeats during the summer once established.

Any of above, \$1.00 ea.; 3 for \$2.70; 6 for \$5.40

Bargain Collection . . .

GIANT SHRUB ROSES

One Each of These Five Everblooming Giants
F. J. Grootendorst (red), Pink Grootendorst (pink), Frau Karl Druschki (white), Belle Poitevine (bright pink), GRUSS AN TEPLITZ (scarlet-Red) (Don't let the names scare you!)

GROUP 8

(Value \$5.00)

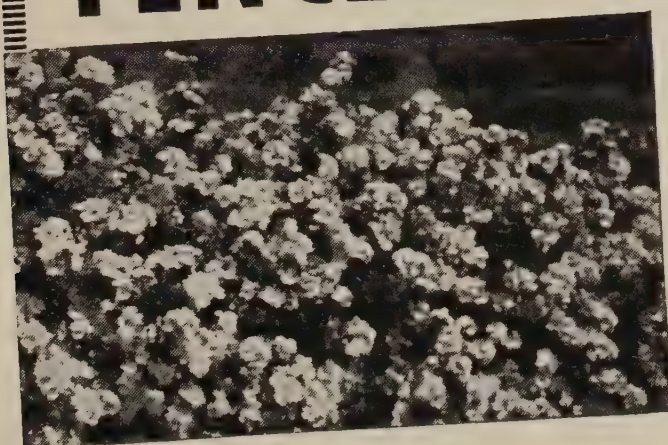
Only **\$4.50**

LIVING FENCES

So Dense No Person or Animal Can Get Through!

HARDY - GUARANTEED - FOR MANY USES!

Recommended by Leading Farm Magazines and the U.S. Department of Agriculture



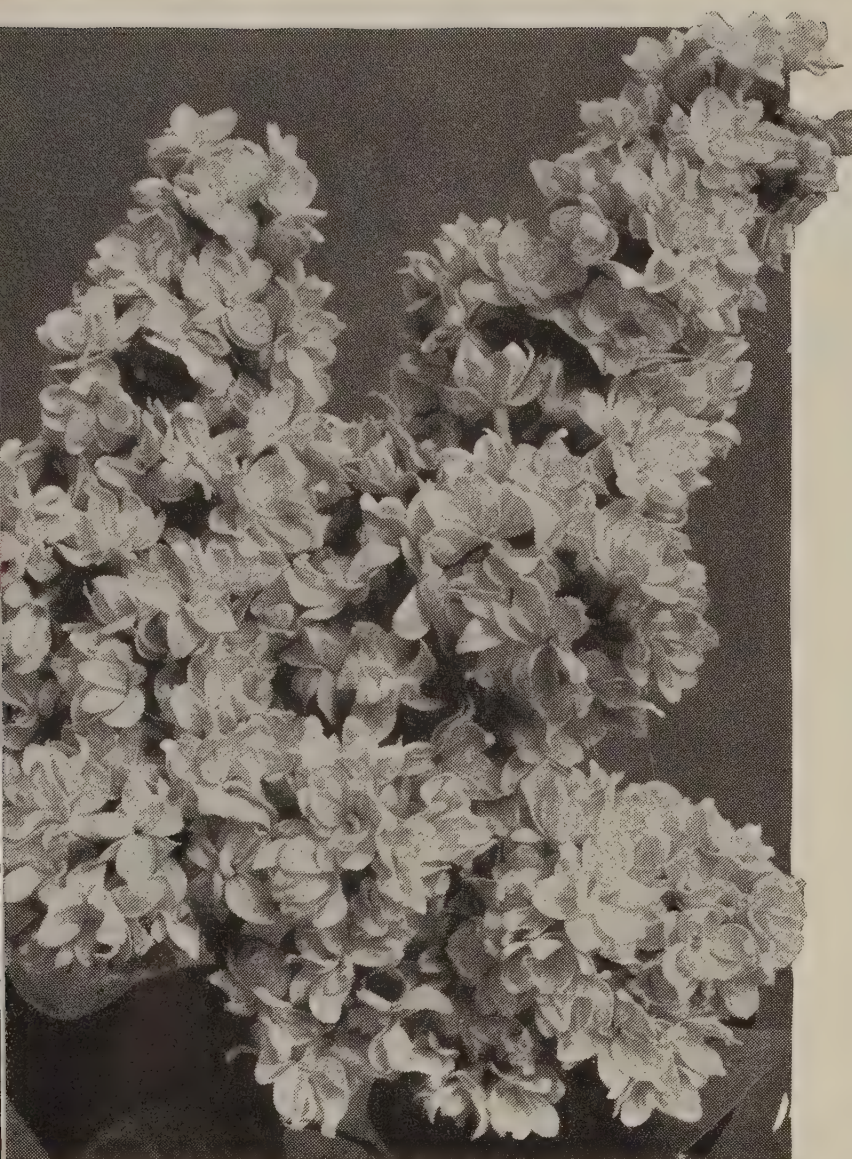
ROSE MULTIFLORA A tall growing, very thorny shrub rose. Recommended for hedges and farm fences because no person or animal could possibly get through it. Grows 2 to 3 feet in a single season; ultimate height 6 to 8 feet. Very tough and vigorous; grows luxuriantly even in poor soil. Pinkish white blossoms in June, followed by thousands of red berries. Ideal also for game conservation...the thorny protection and abundant supply of berries attracts game birds and small animals.

15-18 in. plants 10 for \$2.45; 25 for \$4.75; 100 for \$18.50

These



*"You can't beat
Fall planting
for shrubs!"*



FRENCH LILACS (*Giant Hybrids*)

DOUBLE RED...(*Chas. Joly*) Deep, deep reddish purple with large double flowers.

DOUBLE BLUE...(*President Grevy*) Soft blue-violet in large clusters. A great favorite.

SEMI-DBLE RED...(*Ludwig Spaeth*) Long, clusters of reddish-purple. One of the best!

DOUBLE WHITE...(*Mme. Casimir-Perier*) Very large, compact clusters of purest white.

DOUBLE LAVENDER...(*M. Buchner*) Pinkish-lilac in breathtaking masses.

Husky 18 to 24" plants — Any of above
\$1.65 each; 3 of same variety \$4.45

ALMOND, Double Pink... Completely covered with small button-like rosettes of pale pink in APRIL and MAY. \$1.50 ea.

BEAUTYBUSH... Becomes an enormous 6-8' shrub; completely covered by arching branches laden with pale pink blooms. Blooms MAY and JUNE. \$1.50 ea.

BUTTERFLY BUSH — WINE RED (DuBonnet) *Amazing 12" spikes constantly thru July, August and Sept. Always in bloom, always a glorious sight!* 95¢ ea.

BUTTERFLY BUSH — CLEAR PINK (Charming) The same gorgeous spikes as above, but in a delicious clear pink. One of most reliable everblooming shrubs. 95¢ ea.

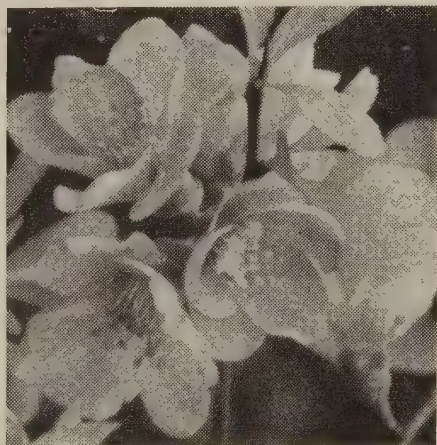
DEUTZIA Double-Pink... Large, beautifully formed 6-8' plants covered with small double pink blooms in JUNE and JULY. 95¢ ea.

HONEYSUCKLE — RED... Large, vigorous; plants often 8-10'. Blooms May. \$1.00 ea.

HYDRANGEA Pee-Gee Huge white cone-shaped flower heads turn pink. Showy from July until October. Very vigorous. \$1.35 ea.

HYDRANGEA — HILLS OF SNOW Wiry bush, 3-4' high covered with enormous heads of pure white blooms. \$1.35 ea.

FORSYTHIA — WEEPING GOLDENBELL Has long trailing branches that arch to the ground, forming new plants wherever they strike fertile soil. A massive, rampant grower. \$1.00 ea.



RED FLOWERING QUINCE

Masses of brilliant scarlet clusters cover plant in early spring. One of the most dazzling sights in the world!

\$1.00 ea.; 3 for \$2.70



DWARF RED SPIREA

Broad flat blooms of red cover the low plant all summer. Grows well even in poor locations. Only 3-4' in height; very useful for low masses.

\$1.00 ea.; 3 for \$2.70



SPIREA VAN HOUTTE

By far the most popular and most widely planted shrub in America. Arching sprays of pure white blossoms cover the whole plant in Spring.

\$1.00 ea.; 3 for \$2.70

Flowering Shrubs Are "TOPS!"

They're Bursting with Blooms Year-After-Year

MOCK ORANGE *Most deliciously fragrant of all plants!* Pure white, single blooms just like orange blossoms...plus that heavenly fragrance! Grows to 10'; very vigorous. Blooms in JUNE. 95¢ ea.

MOCK ORANGE — Double...Huge semi-double blooms 2" across; in such profusion they weigh down every branch. Pure glistening white seems to glow. Scattered blooms all summer. \$1.50 ea.

PUSSY WILLOW — Giant French Lovely, soft catkins like pearl-grey down cover the 10' bush in early Spring. Thrives everywhere. \$1.00 ea.

ROSE OF SHARON (Althea-Hibiscus), Erect shrubs like small trees. 10 to 12' specimens not unusual. *Every branch covered with prominent 3 to 4 inch blooms of brightest colors in late July, August and Sept.* Very vigorous, hardy and disease-free.

DBLE RED Striking, deep color.

DBLE BI-COLOR Dble white, red "eye".

DBLE WHITE Pure white. Very showy.

DBLE PINK Clear, sparkling pink.

DBLE PURPLE Double purple blooms.

Any of above \$1.00 ea.; 3 of same variety \$2.70

ROSE TREE OF CHINA Gorgeous 8-10' shrub resembling a small tree. Double bright pink blossoms stud every twig in April and May. \$1.50 ea.

SMOKE TREE Bushy, 15' plant covered with handsome foliage and showy flowers. Seems to be covered with a film of purple smoke. \$1.50 ea.

SPIREA — PINK Tall spikes of deep pink blooms in July and August. Vigorous, hardy 4-5'. 95¢ ea.

SWEET SHRUB The widely-loved Strawberry Shrub, still a favorite after 60 years. Deep, deep red blooms 2" across have remarkable spicy fragrance. Fragrance of strawberries. \$1.50 ea.

WEIGELA, Dwarf RED In May and June, a mass of crimson, bell-shaped blossoms. Very showy and attractive; 3-4' tall. \$1.50 ea.

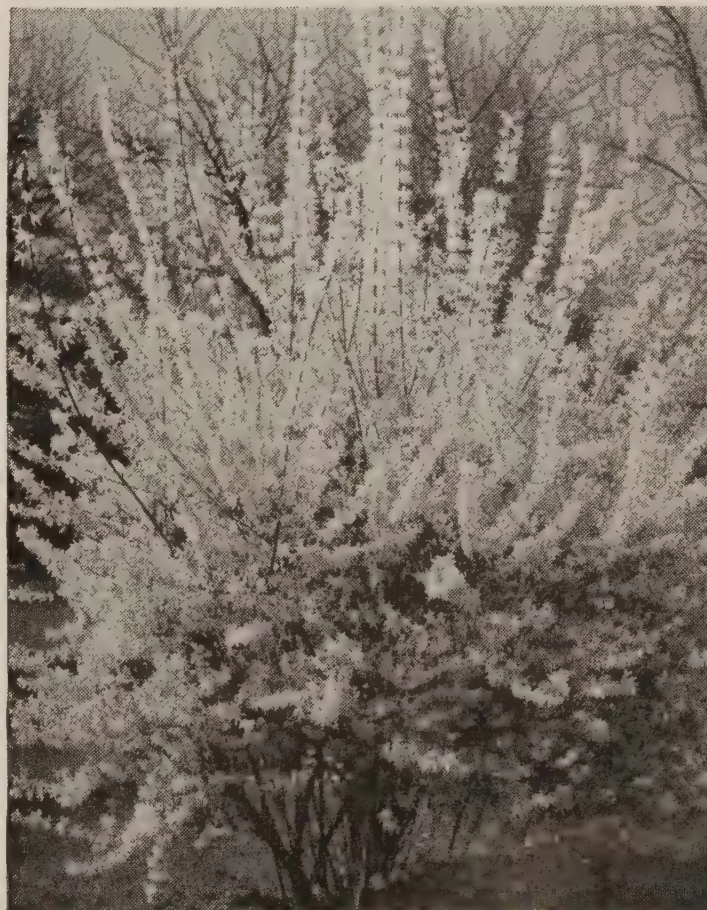
WITCH HAZEL An amazing shrub or small tree nearly 20' high. Delicate yellow flowers appearing in late October and November! \$1.25 ea.



True BRIDALWREATH
(*Spirea prunifolia*)

Tiny, button-like blossoms of purest white completely cover the large plant. Each and every slender arching branch is covered right to the tip.

2/3' plants \$1.00 ea.; 3 for \$2.70



FORSYTHIA (GOLDEN BELL)

First golden flower of Spring! Millions have been planted, but they're still everybody's favorite. Covered with bright yellow before the leaves appear.

2/3' plants \$1.00 ea.; 3 for \$2.70

Bargain Collection of Favorite Flowering Shrubs

6 Leading Shrubs for Fall Planting
Red Hybrid Lilac, Bridalwreath, Forsythia,
Red Flowering Quince, Dwarf Red Spirea,
White Spirea (6 varieties illustrated)

GROUP 9

Only **\$5.98**

(\$6.65 value)



The famous Double Pink Flowering Cherry trees in Washington, D.C.

These Breath-taking* FLOWERING TREES** ***Beautify your property . . . add to its value!

CHERRY, Double PINK...Every branch seems bursting with large, double pink blossoms. Early in spring, you'll absolutely gasp with amazement at this magnificent sight. Husky 4-5 foot trees, \$4.35 ea.

CRAB, RED Flowering...A solid mass of large, rosy-red blossoms in Spring. Attains height of 20-25'. Fragrant blooms followed by bright red crab-apples. 4-5', \$2.25 ea.

CRAB, PINK Flowering...Covered with bright pink buds, opening to dazzling white. Fall coloring lovely when reddish-yellow fruits appear. 4-5', \$2.25 ea.

CRAB, PINK DBLE (Bechtel's Crab)... Smaller than above but just as beautiful. Fragrant, double pink blossoms entire tree. 12-15' ultimate height. 3-4', \$2.25 ea.

HAWTHORN, DOUBLE SCARLET...Brilliant red blooms completely cover every branch in May-June. Striking red berries in Fall. 15-20'. This is one of the choicest of all ornamental trees! 4-5'...\$6.95 ea.

WEeping MULBERRY, Tea's...Long, trailing branches weep to the ground. Grafted on upright stems 42" high. \$7.50 ea.

PEACH, DBLE RED Flowering...Reaches an ultimate height of 12-15'. Every branch like an artist's dream when it's covered with beautiful double red blossoms in spring. 3-4' trees, \$1.50 ea.

PURPLE LEAF PLUM, Newport...This is a gorgeous small specimen tree. Foliage a deep bronzy-copper all season. Stunning no matter where planted. 4-5', \$2.50 ea.



DOGWOOD, WHITE Flowering...Completely covered with enormous pure white blooms in early Spring. Every branch like a swarm of graceful white butterflies with their wings outstretched. Perhaps the best known, most widely planted and most popular of all flowering trees. Not hardy in cold regions. 3-4' trees, \$2.95 ea.

DOGWOOD, PINK Flowering...Same beautiful tree as above, but rich dark pink flowers, 2-3' trees \$5.95 ea.



MAGNOLIA, Magnolia Soulangiana...Huge pink and white blooms completely cover the tree in early spring, before leaves appear. Very, very showy! 18-24" plants \$5.95 ea.



ED SCOFIELD'S

Geneva Gardens

CARTER ROAD • GENEVA, N. Y.

THIS CATALOG IS BUSTIN' ITS SEAMS TO HELP YOU!

Go through this catalog page by page. See for yourself how it's just crammed full of ALL your favorite Roses, Fruits, Trees and Shrubs. It has everything you could possibly need to make your home and yard a real "showplace".

It's actually better than 12 ordinary catalogs because it offers you a COMPLETE assortment of plants...all in the very best Tried-and-True varieties. The varieties that G-R-O-W!

A Chance Like This Is Your Good Luck.....

You'll be completely satisfied, and you'll save money, every time you order from Geneva Gardens. I honestly want to serve and help you just as if we were next door neighbors. I'll make your garden more beautiful and more fruitful than you ever dreamed it could be!

All I ask is the chance to be of service... and to prove that I can give you ABSOLUTE SATISFACTION.

Take the BACKYARD FRUIT BARGAIN on page 18 for example. A McIntosh Apple Tree...Bartlett Pear...Elberta Peach and "Black Ox Heart" Cherry. They're the 4 most popular fruits in the country. When you can buy them all from me at an actual cash saving, imagine the huge pile of orders I'm going to have on that particular group. (Especially when you remember that you save a WHOLE YEAR by planting fruit this Fall!)

And then read about the Everblooming Giant Rose Gruss An Teplitz on page 11. That's an awful name, but WHAT A ROSE! Gorgeous Giant size bushes loaded with huge scarlet-red roses.

Special Get-Acquainted Bargains on Page 4:

Take my advice and get your orders in RIGHT NOW for those special Introductory Bargains on

page 4. Those Roses and Fruits aren't "cheap" plants that won't grow for you...No Sir! **They're Special Offers to get you acquainted with the quality of Geneva-Grown stock.** Once you find out for yourself how vigorous and beautiful these plants of mine really are, you'll become a life-long customer and friend. That's why I've made those Special Offers.

But the supply is limited, and demand will be enormous so ORDER THOSE PAGE 4 BARGAINS NOW!

"Baby" Pear Trees Have Fruit Next Fall...

You'll pick your first fruit off your own Dwarf Pear Trees next Fall if you plant them now! They're perfect little 10 foot landscape trees, but there's nothing small about the luscious, full-sized pears they'll produce. Read about them on page 19.

BUT HERE'S THE MOST IMPORTANT PART:-

Orders are pouring in here already. As the Fall planting season approaches, I'll be swamped with orders...buried, besieged, engulfed, avalanched with far, far more orders than I can possibly take care of. And it breaks my heart to turn down anybody. But that's the way it is, and all I can do is ask you to "hurry."

Get your order in here FAST, and I promise YOU won't be disappointed. Better do it right now...TO-DAY!

Yours for a long, happy Friendship,

Ed Scofield

P.S. Floribunda Roses just bloom...and bloom...and BLOOM, right up to frost. You'll never find a better bargain than the Rainbow Collection on page 9!

ORDER BLANK

ED SCOFIELD'S

Geneva Gardens

CARTER ROAD • GENEVA, N. Y.

“Experts agree Fall planting’s best”



Date _____

Name _____

PLEASE PRINT PLAINLY

Street or R. F. D. _____

Post Office _____ State _____

Express Office if not
the same as Post Office _____

Amount Enclosed \$_____

☐ Check
☐ M. O.

Order Early

Send remittance in full with your order

Quantity	Do not use this column	Varieties Ordered	Cost	
		Total this column	\$.....

USE OTHER SIDE IF NECESSARY

FALL PLANTING GIVES BEST RESULTS

TEAR CAREFULLY ALONG LINE



Geneva-Grown SHADE TREES

On Those Hot Sweltering August Days How Are *You* Fixed For SHADE?

LOMBARDY POPLAR...Most dramatic and prominent of all trees...

Very tall and slender, but completely solid with many upright branches and handsome, shiny foliage. Ultimate height 80-100 feet, but still very slender. Resembles a gigantic exclamation point in the landscape. Excellent for tall hedges, backgrounds, windbreaks, screens and other dramatic use in rows; also gorgeous standing alone as a specimen tree. *Fast growing...makes a grand show!*

6-8' trees...\$1.35 each; 6 for \$7.30

GOLDEN WEeping WILLOW...*Fastest growing tree of all...grows as much as 5 or 6 feet in a single year.* Long, slender branches 'weep' down toward the ground in sweeping grace. *Bright golden yellow bark* and graceful form make this a favorite landscape tree. Very vigorous; grows well anywhere, but prefers moist ground.

6-8' trees...\$2.95 each; 3 for \$7.95

3-4' trees...\$1.25 each; 3 for \$3.40

CHINESE ELM...Another particularly fast growing shade tree. Well shaped, and excellent wherever shade is needed. This variety grows more rapidly than any other of the usual types of shade trees. Very hardy and vigorous; not particular as to soil or exposure.

6-8 ft. trees...\$2.50 each; 3 for \$6.75

SILVER MAPLE...Fastest growing of all the maple trees. Foliage silvery underneath. Very satisfactory where quick effect is needed. Gets to a height of 50-60', but they break easily when they're big.

6-8' trees...\$2.49 each; 3 for \$6.75

EUROPEAN LINDEN...Grows slowly and steadily, to become one of the most stately and richest of all shade trees. Broad, dense trees 50-60 ft. tall not uncommon. Small, dark glossy foliage. 6-8' tree...\$4.00 ea.

EUROPEAN MOUNTAIN ASH...Somewhat small trees covered with clusters of flashy orange berries from August to frost. Very decorative and ornamental, but attains a height of only 25'. 6-8' trees...\$4.00 ea.

PIN OAK...*Here is my own favorite of all Nature's gorgeous trees!* And also the fastest growing of all oaks. Very symmetrical, well-balanced shape...almost like a giant cone. Branches very angular, tight and close together. Main branches come out straight from the trunk, and then as they become larger and heavier, they begin to droop toward the ground. Gorgeous coppery red in Fall. Ultimate height 50-60 ft. for mature trees. *For immediate shade and fast soft growth, plant willows and Chinese Elms...but for really permanent street tree plantings that your children and grandchildren will thank you for...by all means plant Pin Oaks!*

6-8' trees...\$4.95 each; 3 for \$13.50

NORWAY MAPLE...Compact, well-shaped maples of steady, regular growth. Dense, rich foliage; gorgeous fall coloring. 6-8' trees...\$3.50

SUGAR MAPLE...When artists want a stately shade tree, they invariably paint Sugar Maples. Broad, massive heads of interesting, slightly irregular shape. Eventual height 50-60'. *These are the lovely big trees you see in front of old houses throughout all New England, where they were called 'Bride' trees. It was once the custom for newly-weds to plant sugar maples in front of their new homes the first planting season after the wedding. If you have a new home, plant a row of 'Bride' trees...THEY'LL BRING YOU GOOD LUCK!*

6-8' trees...\$3.50 each; 3 for \$9.45



Lombardy Poplar



Weeping Willow



Chinese Elm



Silver Maple



White Birch



European Linden

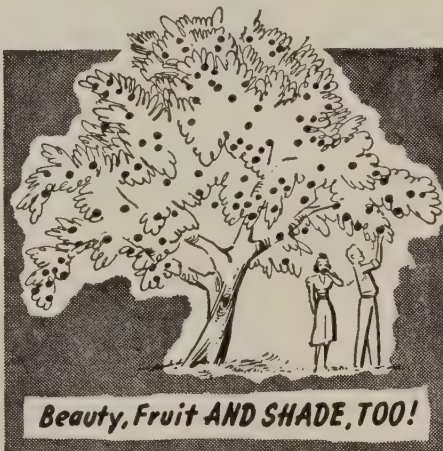
Geneva Gardens GENEVA, NEW YORK

Fall Is The Ideal Time to **PLANT APPLE**

EVERY VARIETY LISTED HERE . . . IN ANY SIZE TREE . . .



Dwarf Apple Trees make a big hit with the children!



Giant Trees for Beauty

DWARF TREES

BEAR LUSCIOUS APPLES *Next Fall!*

Yes sir... These incredible "BABY" Trees actually produce apples in just one single year. No bigger than a lilac bush; even at maturity, they're only 8' tall... and by then you'll have bushels of apples off each tree. Luscious full-sized fruit, too; crammed with MORE flavor, MORE juice, MORE vitamins and MORE enjoyment.

Selected, 2 yr. 3½-4½' Dwarf Trees \$3.50 each.
3 of same variety \$9.45

SELECTED GIANT TREES

QUICK-CROP, "PREFERRED" GIANT SIZE

These special Giants are individually selected from our regular, normal size apple trees. Just a few trees in each row usually have more vigor, greater sturdiness and more branches than the others. I carefully select these over-size trees for you because they'll make a prominent landscape tree several years quicker than the standard size.

SELECTED GIANT Trees, 6-8' tall... \$2.75 ea.
3 of same variety \$7.45

STANDARD TREES

2 yr. 5-6'... \$1.75 ea.; 3 of same variety \$4.75
2 yr. 4-5'... \$1.25 ea.; 3 of same variety \$3.40

Here's the Hard-to-get

FIVE-IN-ONE APPLE TREE **5 Kinds of Apples on ONE Tree!**



Your friends will rub their eyes in amazement when they see 5 entirely different kinds of apples... all growing happily together on this one single tree! Yellow apples, red apples, striped apples... favorite varieties for eating, cooking, pies and canning! Grows well, ultimately attaining the size of a regular apple tree; but you'll actually have 5 entirely different kinds of apples!

Plant these if your space is limited; if you want to have a bountiful assortment of fruits and want to grow something unique and unusual. Gorgeous when various colored blossoms appear... gorgeous when loaded with luscious, mouth-watering fruit.

5 varieties are Baldwin, Jonathan, Red Delicious, Yellow Delicious, Red McIntosh

Selected GIANT Trees 3 yr. 5-7'... \$3.50 ea.; 3 for \$9.45
Standard Size Trees, 2 yr. 4-5'... \$2.75 ea.; 3 for \$7.45

TREES!

"You'll Have Apples Sooner
IF YOU PLANT THIS FALL"



DWARF, GIANT OR STANDARD

APPLE VARIETY LIST

*Available in Any of the
Sizes Shown on Opposite Page*

RED McINTOSH...Tender! Juicy! Sweet! Fragrant!...There just aren't words enough to describe these marvelous apples. Red McIntosh has been the favorite eating apple for years and years. No other variety can equal it! So juicy we've thought of sending out bibs with every tree. Bursting with vitality, they'll bear heavy crops in no time at all. Ripens in late September.

RED DELICIOUS...Bright red, cone-shaped apple with 5 knobs. This is the firm, solid, fine-textured apple you find in stores late in the Fall. Excellent keeping qualities. A tree or two provides another crop of fruit after the McIntosh ripens.

DELICIOUS YELLOW...Best of all the yellow apples...Gosh, they're really good, too! Golden yellow fruit with creamy yellow flesh and a tangy, crisp flavor. Good keeper, for cooking and eating. Bears very heavy crops regularly.

CORTLAND...Almost as good as the Red McIntosh, and that's saying a lot! Sweet, juicy and tender, it's a wonderful eating or cooking apple, and also keeps well.

EARLY McINTOSH...The best early variety for eating and cooking. Big, juicy red apples hang on the trees ready for you to pick them in August. Firm, white flesh.

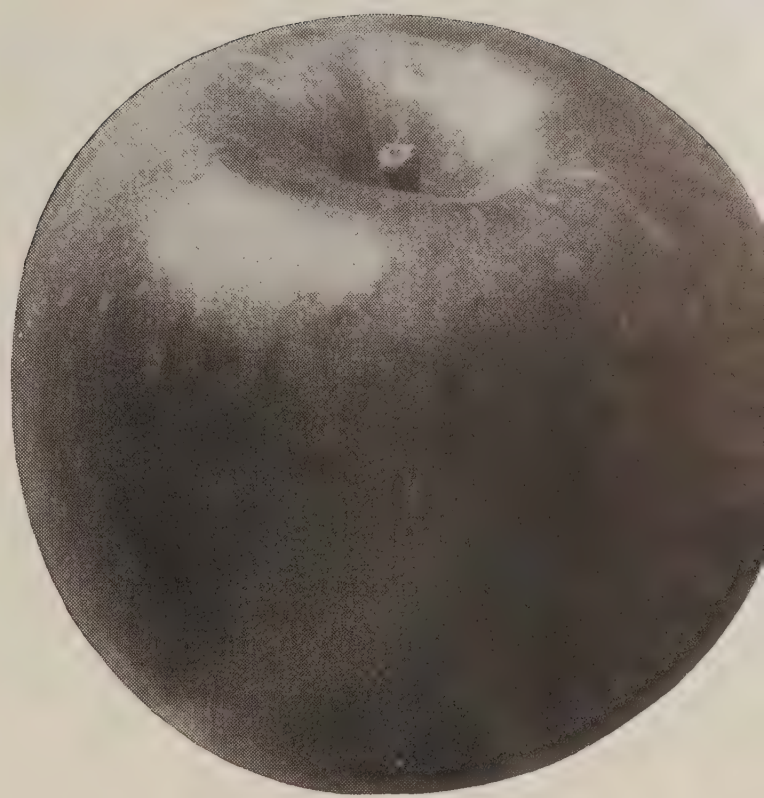
NORTHERN SPY...Attractively striped red and yellow. An old favorite because it keeps well, and is excellent for eating, cooking, pies, canning, etc. A leading commercial variety.

BALDWIN...Dark, shiny red. Very firm and solid. Excellent late variety for cooking or canning. Not a table variety.

YELLOW TRANSPARENT...An early yellow. Good flavor. Bears very heavily, and grows well under adverse conditions.



"Get the jump on others
by planting this Fall"



LUSCIOUS, JUICY APPLES RIGHT IN YOUR OWN YARD!

Treat the family to several of these rugged Geneva-Grown apple trees. Everyone from Dad right down to the latest arrival will treasure them more and more as the years go by. You don't need a big yard to have your own fruit trees! Where space is limited, plant Dwarf Apples and Dwarf Pears. You can even find room in there for a Peach Tree and our smaller, compact growing Cherries. But don't lose another season...PLANT FRUIT THIS FALL!!

DOLGO CRAB APPLES...

Crab-apple jelly on a slice of fresh bread makes a big hit with the young members of the family. It's tempting ruby-red with a flavor all its own! The Dolgo Crab is a favorite for jellies, and also makes a beautiful tree.

Husky 5-6' trees...\$1.75 each

DWARF TREE GROUP

You'll never find a better bargain!
Four 2 yr. 4-5 ft. Dwarf Apple Trees
including 2 Red MacIntosh, 1 Baldwin and 1 Cortland.

GROUP 14 Only \$12.60
(You save \$1.40 on this)

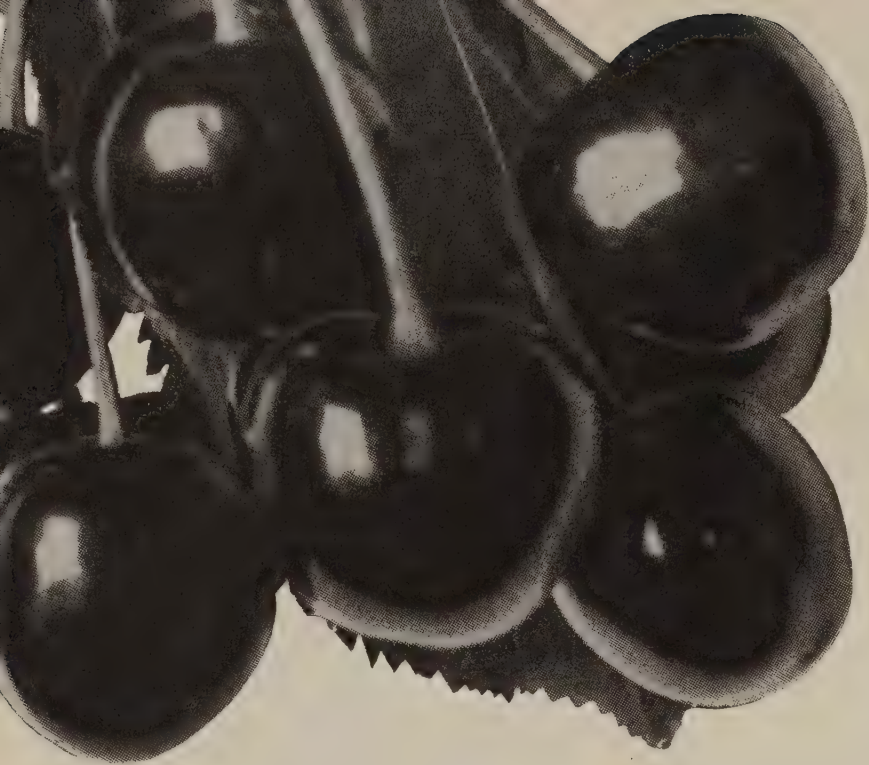
GIANT TREE GROUP

If you want BIG apple trees, here's the best bargain in the catalog!
Five Selected Giants 6-8 ft. tall;
2 Red MacIntosh, 1 Baldwin, 1 Cortland, 1 Yellow Delicious

GROUP 15 Only \$13.50
(You save \$1.50)

SPECIAL OFFERS on APPLE TREES

The finest fruit trees in the country are grown out here around Geneva in the heart of the great New York fruit belt.



"Black Oxheart" Cherries
4-6' trees... Only \$2.45 ea.

Special CHERRY OFFER

*Husky, Quick Bearing Trees
One each of the 4 favorites.*

Black, Red and Yellow "Oxheart"
PLUS Montmorency Pie Cherry

GROUP 16 *Only* **\$8.95**
You save \$1.05

CHERRIES

BACKYARD FRUIT COLLECTION

*A Special Fruit Bargain
For the Average Backyard!*

1 McIntosh "Eating" Apple
1 "Black Oxheart" Cherry
1 Elberta "Juicy" Peach
1 "Sweet" Bartlett Pear
Standard 4-6 and 5-6' Trees

GROUP 17 **\$7.20**
Only

SCHMIDT'S BIGARREAU*... You probably call this **BLACK OXHEART**. Huge, luscious maroon-black cherries simply bursting with juice and flavor. Sweet as honey, only much more fun to eat... especially when you pick them off your own trees. Largest and finest of sweet, eatin' cherries.

MONTMORENCY... The leading Pie-Cherry... makes the kind of pies that win prizes... the kind that make you come back for a third helping! Bright red color and good size. You can't beat this for pies, jellies, etc.

WINDSOR*... Another one of those dark red Oxheart types. Very large, sweet, firm and crammed with that 'come-back-for-more' flavor. Best of the late-bearing sweet cherries.

BLACK TARTARIAN*... Earliest bearing of the black sweet cherries. So sweet and luscious, you can hardly tell this from Schmidt's Bigarreau, the favorite eating cherry. Trees heavy with purplish-black fruit in early July.

ENGLISH MORELLO... Early bearing sour cherry. Small tree almost like a dwarf. Ideal where space is limited. Very dark, blackish skin, and sharp tangy flavor.

NAPOLEON*... Pale yellow sweet cherry. Large fruit in July.
4-6' trees \$2.45 ea.; 3 of same variety \$6.60

**For best crops, plant more than one variety of sweet cherry.*

PLUMS

STANLEY PRUNE... Sweet, dark blue plums overflowing with delicious juice. Comes into bearing very young, and you can depend on a good annual crop. This is the best plum for backyard orchards!

REINE CLAUDE... Yum-Yum! This pale yellow plum is just about perfect for eating and canning! Sweet, juicy, golden yellow flesh. Best yellow plum of all.

BURBANK... Noted for its heavy production of dark red fruit. Vigorous, low-spreading trees very ornamental.

ABUNDANCE... Large fruit... bright cherry red in color, and just filled with juice.
(Abundance and Burbank give best crops if they are planted together for pollination.)

SHROPSHIRE DAMSON... Immense quantities of plums from every tree! Dark purple Especially fine for preserves and cooking.

Any of above varieties available in 2 Sizes:
Selected **GIANTS** 6-8' \$3.00 ea.; 3 for \$8.10
Standard Size 5-6' \$1.85 ea.; 3 for \$4.95

APRICOTS

EARLY GOLDEN... Trees heavy with attractive fruit in July. Fruit oblong... orange-yellow spotted with red. Very hardy and reliable.

Selected **GIANTS** 6-7' \$3.00 ea.
Standard Trees 4-5' \$2.25 ea.

NECTARINES

SURECROP... If you want something unusual and also delicious, try one of these! Fruit ripens in September... the size of large peaches. White in color with markings of bright red. Very vigorous and productive. Surecrop is an outstanding variety.

Standard Trees 4-5' \$2.25 ea.

"Folks who plant this Fall
are 'way ahead next Spring!"

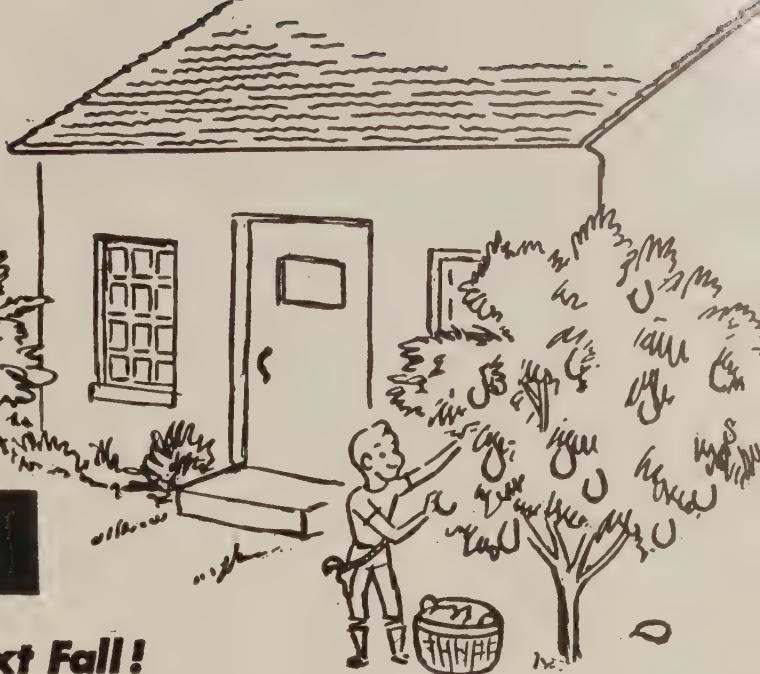


PICK LUSCIOUS PEARS NEXT YEAR

from these Amazing

DWARF PEAR TREES

Dwarf Trees Should Bear First Fruit Next Fall!



The best known...the most amazing true Dwarf Pear trees are grown here in Geneva, New York! Budded on a SPECIAL rootstock, they are the FASTER-BEARING trees, the TRUE Dwarfs. They're perfect 'Baby' trees that will start bearing luscious, fat, pears in JUST ONE SINGLE YEAR... but you MUST plant them this Fall!

BARTLETT...So juicy, you'll eat them with a straw! Every time you bite into one of these beauties from trees right in your own backyard, you'll thank the day you read this catalog. And each year your enjoyment grows by leaps and bounds as the crops become heavier and heavier. When word of your miraculous "Baby" tree with its enormous golden-yellow pears gets around the neighborhood, you'll have to guard it with a shot-gun. Only 8-10 feet tall at maturity, these trees do not one, but TWO jobs for you. And do them both well! They're beautiful landscape plants no matter where you use them in the garden, AND the fruit is always like a display you'd see with a Blue Ribbon on it at the County Fair.

CLAPP'S FAVORITE...Very much like the Bartlett, but ripens two or three weeks earlier. Delicious eating and cooking fruit of bright yellow.

SECKEL...You surely know this sweet, delectable little pear. It's fairly small; reddish-brown in color, and sweet as a nut! A very popular variety for eating...and the top-favorite pear for pickling.

DUCHESS d'ANGOULEME...This one's a little on the Fancy side, as you might guess from its name. Bears enormous dull greenish fruit so big that your friends won't believe it's real. Smooth, tender flesh so creamy and juicy that some folks eat these pears with a spoon.

GORHAM...A wonderful pear! A late Bartlett.

QUINCES

ORANGE QUINCE...You can't beat this for making delicious jams, jellies or marmalade. Trees loaded with bright golden yellow fruit in Fall; silvery pink blossoms in Spring. Very dwarf in character...may be grown as a small tree or even as a bush.

3-4' trees...\$2.25 ea.; 3 for \$5.95

GENEVA, NEW YORK

Your Choice of Sizes:

DWARF PEAR TREES

Geneva-Grown On Special Rootstock for BETTER FRUIT, MORE FUN and YOUR FIRST FRUIT NEXT YEAR IF YOU PLANT THIS FALL!

3-4' size..... **\$3.50**
EA.
3 of same variety \$9.45

SELECTED GIANT TREES

*Regular Pear Trees (not dwarfs)
Hand Selected for Large Size*
6-7' trees....\$3.00 ea.;
3 of same variety \$7.95

STANDARD PEAR TREES

Regular Size Trees (not dwarfs)
5-6' trees....\$1.85 ea.;
3 of same variety \$4.95

Here's a REAL Bargain!

Three Dwarf Pear Trees in the
BEST VARIETIES.

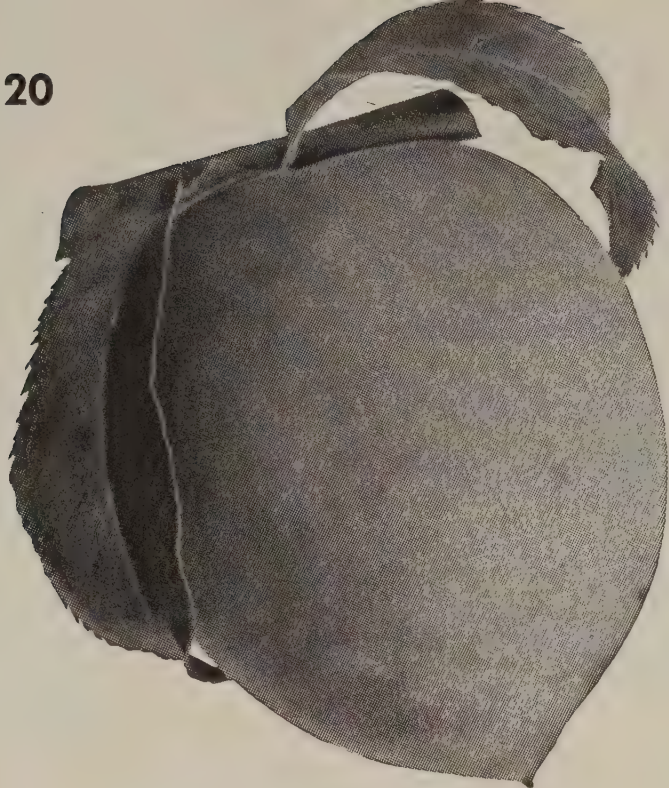
One each Bartlett, Clapp's Favorite,
Duchess d'Angouleme. 2 year, 3-4 ft.
Geneva-Grown Trees.

Many will actually bear first fruit
NEXT YEAR!

GROUP 13 Only **\$9.45**
(You save \$1.05 on this)

SPECIAL COLLECTION DWARF PEARS

These Dwarf Pears make swell specimen trees right out in the middle of the lawn.



Quick-Growing PEACH TREES

Get them started NOW!

*Plant Peach Trees right in
your own backyard THIS FALL.*

YOUR CHOICE

Improved ELBERTA... Here's the finest eating and canning peach in the world! You'd still prefer this variety even if you personally tasted each one of the many others. Late in the season, every branch hangs heavy with great big golden peaches. And their sweet, golden flesh drips juice just like honey. Trees are rather small even at maturity, so they're practically like a dwarf tree for landscape planting. Covered with blossoms in the Spring, and the deep golden fruit in the Fall.

GOLDEN JUBILEE... This one's the Favorite EARLY-bearing peach. Marvelous for cooking, canning and delicious for eating fresh off the tree. Fruit beautiful...bright orange with crimson markings...showy and attractive as well as delicious. Very hardy and productive.

HALE HAVEN... Fruit ripens in mid-season... after Golden Jubilee but before Elberta. Large, yellow fruit very sweet; fine for all around use.

BELLE OF GEORGIA... Beautiful big peaches... every one a picture! Tender, sweet flesh dripping with juice. Every one you pick is a special treat! Very vigorous, hardy and bears heavy annual crops.

GIANTS

SELECTED PEACH TREES

These husky Giants produce
More Fruit and produce
it Faster!

Any of varieties at left

6-7' Selected **\$2.45**
GIANT Trees EA.

3 of same variety \$6.65

STANDARD

4-5' Trees **\$1.35**
EA.

3 of same variety \$3.65

GRAPES

Top-Quality vines Leading Varieties

These Grapes give you both landscape beauty and lots 'n lots of wonderful fruit. The vines can be trained over trellises, fences and against buildings just like climbing roses. And in addition to their beauty, they'll bear the first crop in only two years...or even less!

CONCORD... The undisputed KING of the blue grapes! Most widely grown, best known; gives biggest crops of any. Loaded with enormous bunches of extra tender, juicy sweet fruit. Favorite for jams, jellies, juice, etc. Very vigorous and hardy.

AGAWAM... An enormous RED grape. Bears heavy bunches of

superb fruit that has a rich, aromatic flavor.

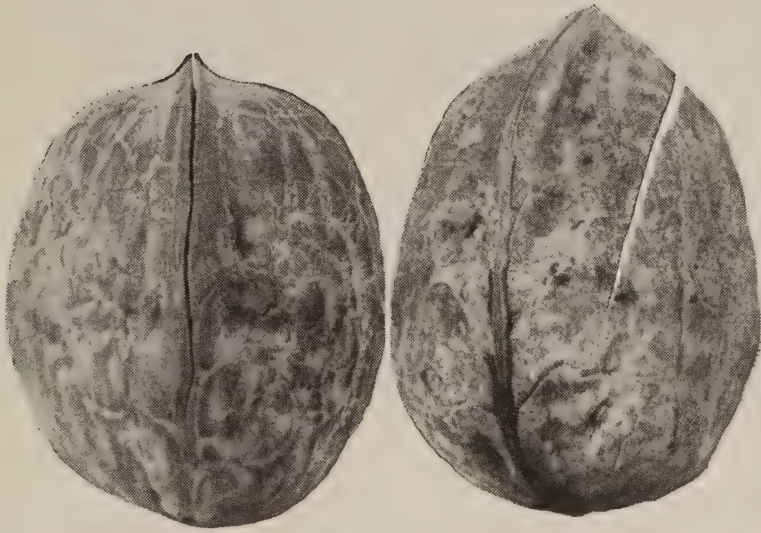
NIAGARA... Favorite WHITE grape. Has a sweet, distinctive flavor all its own. Very vigorous, easy to grow.

ANY OF ABOVE VARIETIES
GIANT PLANTS, 3 yr. #1 Size
\$1.00 ea; 3 of same variety \$2.70
Standard Plants, 2 yr. #1 size
60¢ ea.; 3 of same variety \$1.65

GOLDEN MUSCAT GRAPES...
Enormous clusters of Giant grapes...the kind you'd only expect to find in the tropics! Beautiful light golden color; very juicy.
Strong 2 yr. #1 plants \$1.50 ea.;
3 for \$3.95



ENGLISH WALNUTS



Chinese Chestnuts

NUT TREES

CHINESE CHESTNUTS...Big, fat delicious chestnuts right on your own trees...and they'll start bearing the second year after planting! These new blight-resistant trees have nuts larger than the former American chestnut, and every bit as sweet. They also make a marvelous shade tree. 2-3' trees, \$2.50 ea.; 3 for \$6.75

ENGLISH WALNUT...Geneva-Grown from 50 year old parent trees right in this vicinity. You'll have regular annual crops of fine flavored English Walnuts for a lifetime. Makes a gorgeous big tree. 3-4' trees, \$2.50 ea.; 3 for \$6.75

ROSES
For LEADING VARIETIES
of Hybrid Teas, Flori-
bundas, Climbers and
GIANT Shrub Roses
See pages 2-11

GOOSEBERRIES

POORMAN...Try these if you want a rare treat!! Fat, red skinned berries similar to currants; tender flesh with a sharp sweet flavor. Very vigorous and productive.

DOWNING...An unusually heavy bearer that thrives on light soils. Green skin. Tender and sweet.

Either Variety 2 yr. strong plants 90¢ ea.;
3 of same variety \$2.45

BLACKBERRIES

ELDORADO...This is so sweet...so fat and luscious...so easy to grow that it's the favorite by far. The shiny, jet-black berries hang in heavy clusters for a long, thrilling season. You'll pick quart after quart from even a few plants. Bears very bountiful crops every year. No trouble to grow well; you can be sure of amazing results.

Strong #1 plants...\$2.50 per 10

CURRENTS

RED LAKE...Loaded with enormous fat berries up to 1/2" in diameter...and they hang on the luxuriant bushes like that IN CLUSTERS! It's over 30 years since I picked my first currants, and I promise you there's no other variety that can come within miles of this one. Red Lake has everything you could possibly want in an amazing all-around backyard fruit. It's very hardy, easy-to-grow, disease-resistant, bears enormous crops every year. The bright red berries look so tempting that you'll just sit down beside the bushes and eat yourself silly.

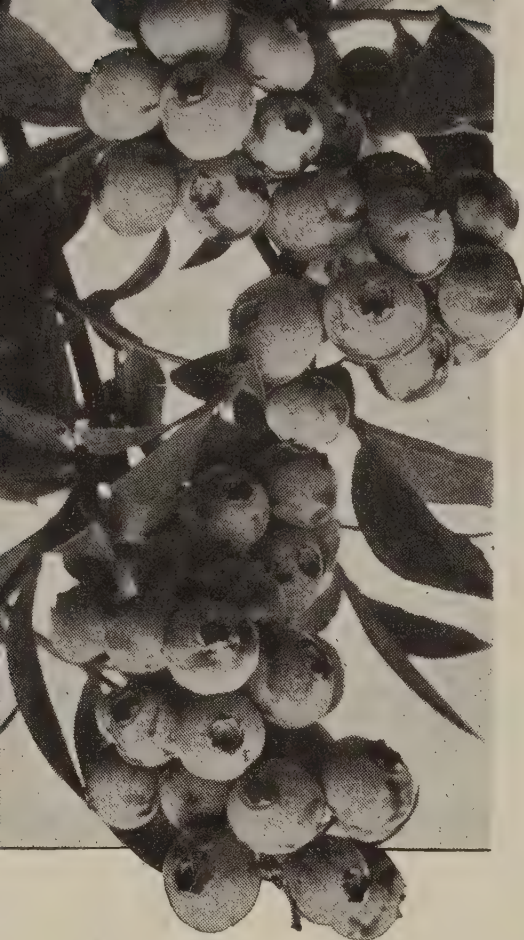
Strong, Husky 2 yr. plants...75¢ ea.;
3 for \$1.95

WHITE GRAPE CURRANT...These have a very mild, sweetish flavor that makes them popular for eating fresh.

90¢ ea.; 3 for \$2.40

*Opening a Charge Account
is Easy . . .*

On orders for \$20 or more, add 10% for handling charges and send check for one quarter of the total. Send 3 credit references, including one bank reference, and you can then pay the balance in 3 monthly installments.



Giant, Hybrid

Blueberries

3 YEAR, BEARING-AGE PLANTS

Thanks to the development of these NEW GIANT HYBRID VARIETIES, you can grow a luxuriant crop of big, fat delicious blueberries right in your own garden. Plants are highly ornamental, making a beautiful broad 4-5' plant. Blueberries are very fussy about soil; must have an acid condition or they won't grow well. Full planting instructions with every order.

RUBEL...Late bearer; begin early in July and continue until Aug. Clusters of large, very luscious dark blue berries. Very hardy.

STANLEY...Mid-season; of the very finest quality according to the Experiment Station here. Large, sweet fruit; very productive.

PEMBERTON...Most vigorous of all in 30 varieties tested here by the State Experiment Station. Considered one of the best.

RANCOCAS...A mid-season variety that is hard to beat for all-round home use. Berries so sweet and delicious you just can't get enough to satisfy everyone no matter how many plants you grow!

PIONEER...An old reliable mid-season variety. Berries OVER 1/2" IN DIAMETER ARE COMMON...and they're just as sweet as they are Big! This variety makes a rather low, bushy 4' plant.

JERSEY...Pick a few quarts of these when they're dead ripe, and then make them right into a pie. You'll never again be satisfied with 'store bought' pie again as long as you live!

Selected GIANTS 3 yr. 18-24" \$1.85 ea.; 3 for \$4.95; 6 for \$9.90
Strong, Husky 2 yr. 12-18" \$1.25 ea.; 3 for \$3.40; 6 for \$ 6.80



Strawberries

EVERBEARING VARIETIES

You'll have BIGGER berries...MORE berries...and BETTER berries next season from plants you set out early this Fall! The Experiment Station here in Geneva has made extensive tests on Fall planting of strawberries, and has proven that you'll get Bigger, Better crops from Fall planting.

Imagine the thrill of picking great big sweet juicy Strawberries right in your own garden next year! You'll have berries for pies, cakes, desserts...fresh from the garden for breakfast...plenty to freeze too! These are the leading varieties; all are EVERBEARING...you'll have a heavy crop next June; additional crops in Sept. and Oct.

GEM...An amazingly sweet, delicious Everbearing strawberry. Makes full, firm berries in generous quantities.

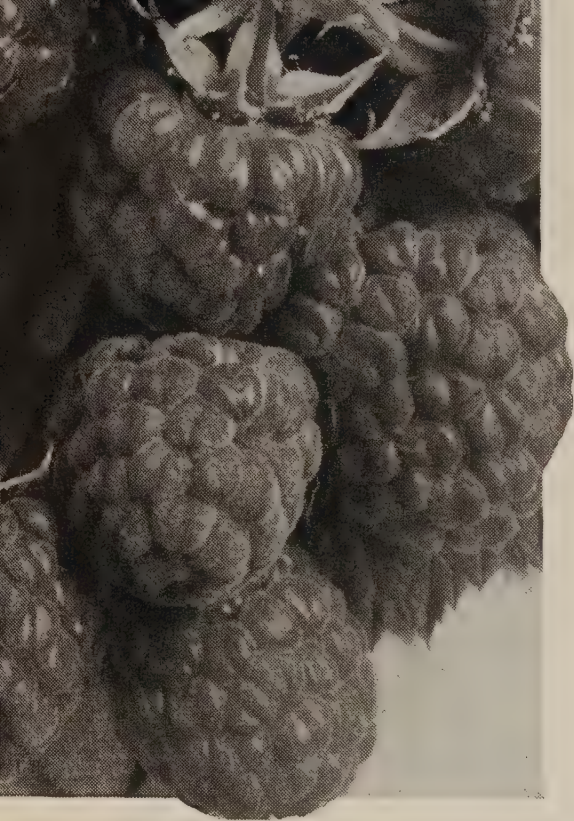
MASTODON...Most generous and productive of all Everbearing varieties. Huge, luscious brilliant red berries of superb quality. Mastodon has long been the leading variety because it thrives under all conditions, always producing its enormous crops both Spring and Fall.

STREAMLINER...A New Everbearing variety. Excellent flavor; large bright red berries; splendid crops both Spring and Fall. Berries often 1 1/2" across.

	Per 25	Per 50	Per 100
GEM	\$1.95	\$3.25	\$5.95
MASTODON	2.10	3.75	5.95
STREAMLINER	\$2.25	3.95	6.75

IMPORTANT

These Strawberries are ABSOLUTELY GUARANTEED to bear fruit next year. However, you must plant and winter protect them carefully. They'll be bigger, better plants next year than you could possibly get from Spring planting.



INDIAN SUMMER *Everbearing* RASPBERRY

Most Popular Variety in America!

**PLANT NOW FOR
2 Crops Next Year!**

**Here's why 9 Gardeners out of every 10 PREFER
this Amazing, EVERBEARING RASPBERRY.**

Other Popular Varieties

LATHAM... Attractive light red that turns darker as it ripens. Very large berries of excellent flavor. Very good for freezing. Particularly hardy...well adapted to severe climates.

NEWBURGH... Bright red of particularly large size. Berries very firm and solid...a favorite variety for shipping because it stands up well for a long time. Plants so loaded with fruit that the canes frequently arch down to the ground.

MORRISON... Immense berries, often an inch across. Jet-black color with a particularly fine flavor. Will bear tremendous crops on rich soil. So large, sweet, tender and juicy that it is extra good for eating fresh. Marvelous too, for sauces, jams, tarts, pies, etc.

CUMBERLAND... This has been America's favorite Black raspberry for many years. Very heavy producer of large, glossy black fruit.

SODUS... Purple-red, considered heaviest bearer of any variety. Large, attractive fruit excellent for eating fresh, cooking, and also excellent for freezing.

Selected GIANT Plants 2 yr.
10-\$2.95; 25-\$6.75; 50-\$12.75

Strong 1 yr. #1 Plants
10-\$1.95; 25-\$4.35; 50-\$7.95

GENEVA, NEW YORK

Big, fat juicy raspberries that fall off the bushes right into your hand, and then literally melt in your mouth can be yours next summer. Millions of home-gardeners know INDIAN SUMMER as the dependable *Everbearing* kind...the ones that *bear a heavy crop in July and then start bearing again in September. They continue bearing right up until frost.*

Absolutely Hardy and So Easy To Grow!

The bushes that I'm going to send you are specially selected. They've been transplanted in the nursery specifically for the purpose of developing an enormous, wiry root-system on each and every plant. They're so vigorous that one of the fellows here at the office says you'll pick berries the day after you plant 'em! (*They're good, but they're not quite THAT good!*)



**Here's My
Guarantee To You...**

Of course, the berries are larger than you'd ever expect, and they just hang on the plants by the millions. You'll eat them fresh every day for months; you'll make desserts, shortcake and lots of other wonderful things. Then you'll also find Indian Summer a marvelous variety for storing in your freezer. Plant bushes 3 ft. apart in rows about 6 ft. apart. *Give them good soil and I promise you'll pick your first berries next July...The important thing is to order raspberries NOW!*

SELECTED GIANT Plants...10 for \$2.95

25 for \$6.75; 50 for \$12.75

If you're willing to wait a little longer for heavy crops, we have a few 1 year-old plants, #1 grade at:

10 for \$1.95; 25 for \$4.35; 50 for \$7.95

*Get your new fruit planted this Fall and
you'll actually start picking next season!*

Every Geneva Plant GUARANTEED TO SATISFY **YOU** COMPLETELY!

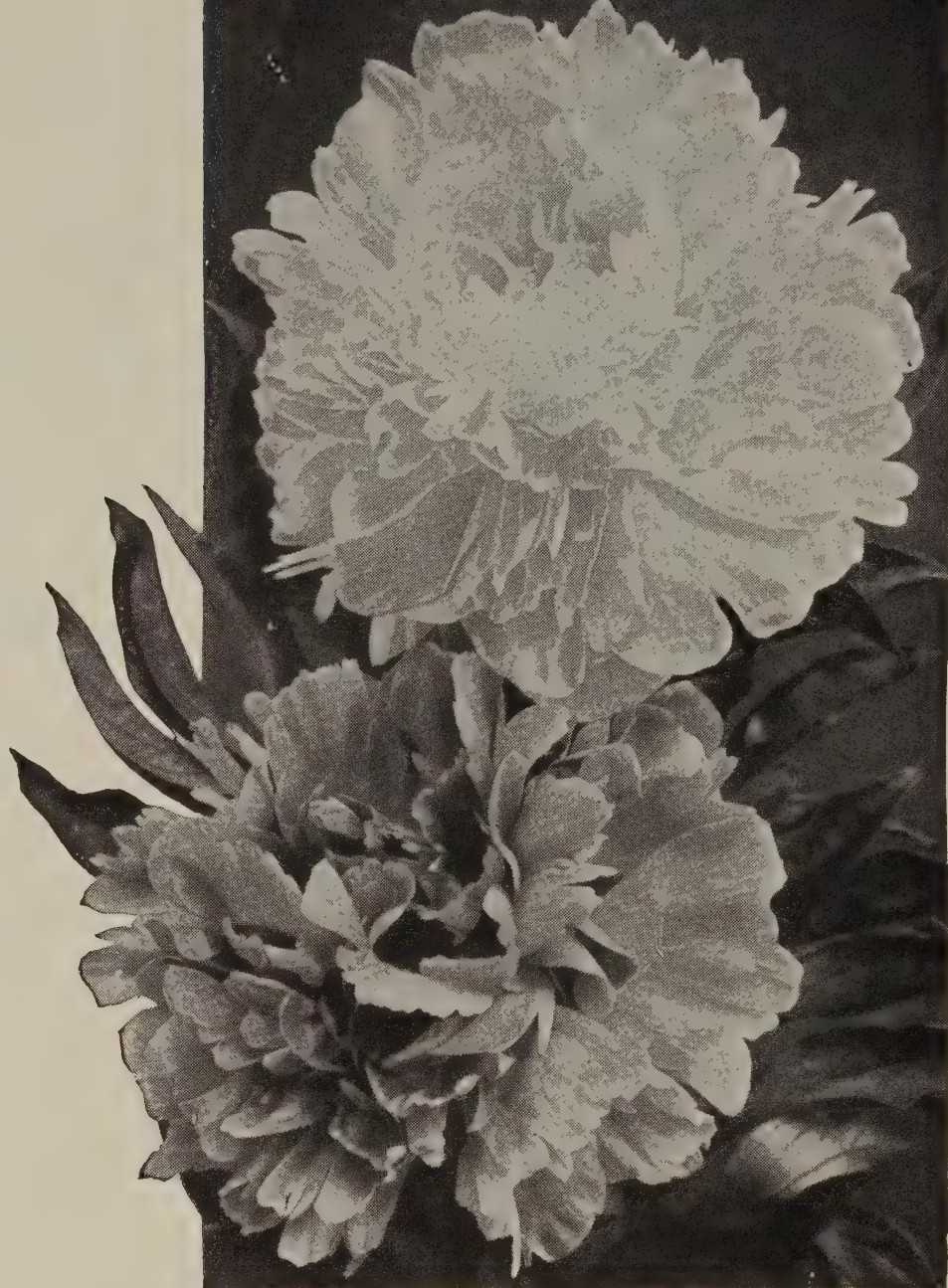
Geneva has been the nation's leading nursery-growing area ever since 1817...there's 143 years of knowledge and experience behind the plants I'll send you! Here in Geneva nature provides ideal growing conditions for fruit trees, roses, shrubs and other plants.

That's why I can send you better plants...because I have all those natural advantages. Also, special growing methods have been handed down from father-to-son for generations. One of the men who helps produce Geneva-Grown stock for you and me is working the same farm that his father and his grandfather worked...and the land is even **BETTER** now than it was 75 years ago.

We're really proud of our plants here, and we know what they'll do for you. That's why I can afford to make an absolute guarantee of satisfaction.



**Let's Get
Acquainted!**



Peonies like these are easy-to-grow.

EDULIS SUPERBA...Blooms quite early; one of the first in your spring garden. Dark rosy-pink of enormous size and heavenly fragrance. Blooms often 7" across.

FELIX CROUSE...Glowing, brilliant red blooming in midseason. Each flower so full with shaggy red petals that it looks as if it would burst apart. Also fragrant.

FESTIVA MAXIMA...Gigantic blooms of purest white with flecks of crimson on the huge petals. Very early.

LOUIS VAN HOUTTE...One of those deep, deep crimson peonies you never forget. Huge flowers, long stems.

MONS. JULES ELIE...Famous for its soft glowing silver-pink colors. A pale, delicate color combination.

SARAH BERNHARDT...Clear, uniform over-all pink. Very bright clean color stands out like a beacon of beauty no matter where you plant it. Blooms late.

Strong Field-Grown roots (3-5 eyes) \$1.00 each.

3 of same variety \$2.70; 6 for \$5.95

Special!
**Introductory
Gift Offer**

**LIMITED ONLY TO
NEW CUSTOMERS**

FREE Everblooming
Hybrid Tea Rose
WITH EVERY ORDER OVER \$10.00

Just clip this Special Introductory Offer out of the catalog. Mail it to me with your regular order, and include 25¢ to cover packing and shipping of the FREE Gift rose. Remember, to qualify for this free gift, your order **MUST** be for more than \$10.00. Specify whether you prefer your gift rose to be Red, Yellow, Pink, White or Two-Tone.

(Note: Patented Roses cannot be included in figuring the amount of your order. There is a restriction against free premiums on patented plants. Sorry!!)

These 8 hedges really do things for you!

HEDGE PLANTS

- ▶ MULTIFLORA ROSE
- ▶ RED LEAF BARBERRY
- ▶ FLORIBUNDA ROSE
- ▶ HARDY AMUR PRIVET
- ▶ CALIFORNIA PRIVET
- ▶ GREEN-LEAF BARBERRY
- ▶ WHITE SPIREA
- ▶ RED HONEYSUCKLE

MULTIFLORA ROSE...The amazing **LIVING FENCE** that grows so quickly you just won't believe it's real. Makes a dense, solid hedge that no animal or person could possibly get through (see complete description on page 11). Plant 12-18" apart.

\$2.45 for 10; \$4.75 for 25; \$18.50 for 100

RED LEAF BARBERRY...Beautiful coppery-red foliage all season long. Ideal where you want a fairly low hedge that will give you protection against people walking across the lawn. Grows to a height of 4'.

12-18" plants...\$4.95 per 10;

\$10.90 per 25; \$40.00 per 100

FLORIBUNDA ROSE...For a gorgeous informal hedge that constantly shows masses of roses all season, plant some of the floribunda roses described on pages 8 and 9.

HARDY AMUR PRIVET...This is like ordinary privet, BUT it's absolutely hardy! You don't have to worry about it being killed back even in coldest climates.

12-18" plants...\$2.00 for 10; \$4.50 for 25;
\$15.00 for 100

CALIFORNIA PRIVET...I can certainly testify to the beauty of this (and also to the work!) I cut a 5 ft. hedge of this over 300 feet long once a week for many years. That's

a lot of hard work...Believe me, it was also a beautiful formal hedge or I wouldn't have cut it so regularly!!

Trim to desired height 12-18" plants

\$1.60 for 10; \$3.50 for 25; \$12.00 for 100

GREEN-LEAF BARBERRY...You can't beat this for general hedging purposes. May be trimmed or untrimmed according to your taste. Makes a hedge from 2-4', depending on how you trim it.

12-18" plants...\$3.95 for 10; \$8.65 for 25;
\$32.00 per 100

WHITE SPIREA...The popular early white spirea makes a beautiful flowering hedge. Left untrimmed, it will arch over to the ground in white sprays like a miniature waterfall; trimmed in a formal shape, it still blooms very freely in early spring. Ideal for a tall hedge. Grows 4-6' tall.

12-18" plants...\$3.20 for 10; \$7.50 for 25;
\$25.00 for 100

RED HONEYSUCKLE...Here's the one for really TALL hedges! Grows to an ultimate height of 8 or 10 feet, but planted close together it will make an ideal informal hedge. Dense and fast growing.

12-18" plants...\$3.75 for 10; \$8.25 for 25;
\$30.00 for 100

FLOWERING VINES

SILVER LACE VINE...Fastest growing vine. Grows 15-20' the first year. Thousands of tiny white flowers from middle August to Fall. \$1.00 ea.

SWEET AUTUMN CLEMATIS...Creamy white star-like blooms an inch across in September. Fragrant. Grows quickly. \$1.25 ea.

PURPLE CLEMATIS...Huge single blooms 5-6' across intermittently from July to Sept. Very deep, velvety purple. \$1.50 ea.

TRUMPET VINE...Trumpet-shaped blooms of striking orange-red in July and August. Blooms often 5-6 inches long. \$1.00 ea.

PURPLE WISTERIA...Amazing long chain-like blooms of lovely shade of purple. Blooms heavily before leaves appear in late Spring. Top-quality grafted plants \$1.25 ea.

EVERBLOOMING HONEYSUCKLE...Covered with hundreds of scarlet and gold blossoms from June to October. Very fragrant and showy. \$1.25 ea.

SCARLET TRUMPET HONEYSUCKLE...Very unusual blooms of brightest scarlet shaped just like a miniature trumpet. Bloom starts in June; continues all summer. 80¢ ea.

BOSTON IVY...Nothing better for a quick cover on brick or stone walls. Tight, close growth clings to stone, making a solid mass of constant green foliage. Excellent for quick effect. 80¢ ea.

ENGLISH IVY...Deep glossy green all year round. The ideal permanent vine for covering stone or brick walls. Grows rapidly; very tough. Selected pot plants \$1.00 ea.



ONE OF NATURE'S GREAT MIRACLES

Christmas Rose

BLOOMS THIS Fall!

BLOOMS AT Christmas!

BLOOMS Next Spring!

Legend of the Christmas Rose

When Jesus was born in the little town of Bethlehem, there came Wise Men from the East bearing gifts. A little shepardess, watching from afar, wept because she had no gift to offer the Christ Child. As her tears fell to the ground, flowers sprang up, which the child quickly gathered and hastened to bring to the Infant.

In adoration, she knelt at the crib, so Jesus could see the flowers. When His blessed hands touched the flowers, a delicate pink appeared in the center of each one.

And so a flower that never bloomed before came into existence . . . the Christmas Rose.

To this day, the Christmas Rose blooms more abundantly at Christmas Time than at any other season.

FREE Copies of this widely loved Legend of the Christmas Rose are available in an attractive little circular. We'll send you a copy with every order.

A Rare Prize for Any Garden!

Ever hear of a flower that blossoms ALL WINTER? Sounds fantastic, but that's exactly what this amazing plant will actually do right in your own garden! Once plants are established, you'll have snowy white 2-3" blooms with the first snows of late Fall, at Christmas Time and off and on until late Spring. The deep, leathery-green foliage hugs close to the ground, making a broad solid mass that stays green all year round. Spreads by underground roots so the plants keep getting larger and larger all the time.

Have Blooms in YOUR Garden This Winter!

The plants grow only in the Fall, so order now and get them in the ground soon! You can have some of my beautiful husky plants established and starting to produce their first flowers *this winter*. Then, whenever there is a mild spell and the sun shines a little bit, you'll actually be able to pick flowers right in your own garden during the coming winter. They like full winter sun and partial shade in the summer.

Only \$1.50 ea.; 3 for \$3.95; 6 for \$7.75

GIANT . . . SUPER-FRAGRANT!

Lily-of-the-Valley

Here's another rare "find" that will make your garden more interesting . . . GIANT FLOWERED Lily-of-the-Valley! This is a special type that I've known for years but never had enough to sell before. Great big fat white bells twice the size of ordinary kinds packed tight on each 8" wiry stem. And best of all . . . the fragrance is also sweeter and more pronounced.

When you pick a big handful of these, you'll bury your nose in them like a bumblebee going after his first taste of honey. You just can't get enough of this heavenly fragrance. Even a small bouquet will scent the whole house for a week. I don't have nearly enough of these to go around so order TO-DAY!

Heavy clumps . . . 95¢ ea.;
3 for \$2.49; 12 for \$8.95

FRAGRANT VIOLET!

Violet Royal Robe

ROYAL ROBE VIOLETS . . . Giant Everblooming; Super-Fragrant! This GIANT VIOLET blooms freely in early Spring and then starts again in the Fall after resting during the hot weather. It's famous for large blossoms frequently over an inch across . . . PLUS a superb fragrance that lingers in your memory long after the lovely indoor bouquets have gone. Easy to grow, and spreads quickly, but prefers rich soil and semi-shade.

Heavy plants . . . 85¢ ea.; 3 for \$2.30; 12 for \$8.65



GIANT Lily of the Valley

This is a favorite plant that's enjoying a new wave of popularity. My new Giant type is superior in every respect, but supply is very limited. Order at once to be safe!

Climbing Rose Paul's Scarlet

*This vivid-scarlet
Climber grows just like
Jack's famous bean-stalk!*

Absolutely covered with large clusters of 2 to 3-inch blooms of blazing scarlet color. So brilliant it hardly seems real. The enormous clusters completely cover the plant in a breathtaking sheet of dazzling color.

Grows Well Anywhere

Use Paul's Scarlet Climber to drape over fences, pillars, posts or against the house or garage. Its thousands of red Roses will make any corner of your yard unbelievably beautiful!

\$1.00 ea.; 3 for \$2.70;
6 for \$5.40



PAUL'S SCARLET

Everbearing INDIAN SUMMER RASPBERRIES

Cornell University recommends this variety for home use. It's vigorous, disease-free and always a heavy producer of delicious fruit. Big, mouth-watering berries the whole family will rave about in July and also in Fall when it bears again.

**Strong 1-yr. No. 1 plants
Only 20c each.**

(Order ONLY in units of 10)



BLUEBERRIES

Stanley. A delicious mid-season variety. The Agricultural Experiment Station here in Geneva says this has the best flavor of any.

Rubel. The favorite late variety. Long fruiting season starts early in July and continues to August.

Plant more than one variety for pollination)

**Strong 2-yr. 12 to 18-in. plants
\$1.25 ea.; 3 of same variety \$3.30**



Luscious Full-Size Fruit
NEXT YEAR on
DWARF APPLES

GUARANTEED TO BEAR

Red McIntosh. It hardly seems necessary to describe this one! The juiciest, sweetest, most delicious apple you ever ate was a Red "Mac." A favorite because it can be depended on to bear fruit of the finest quality for eating or cooking.

Cortland. Has most of the fine qualities of the favorite McIntosh, but also stands up even better in storage. Handles well.

\$3.50 each; 3 of same variety \$9.45

(Plant more than one variety for best crops)

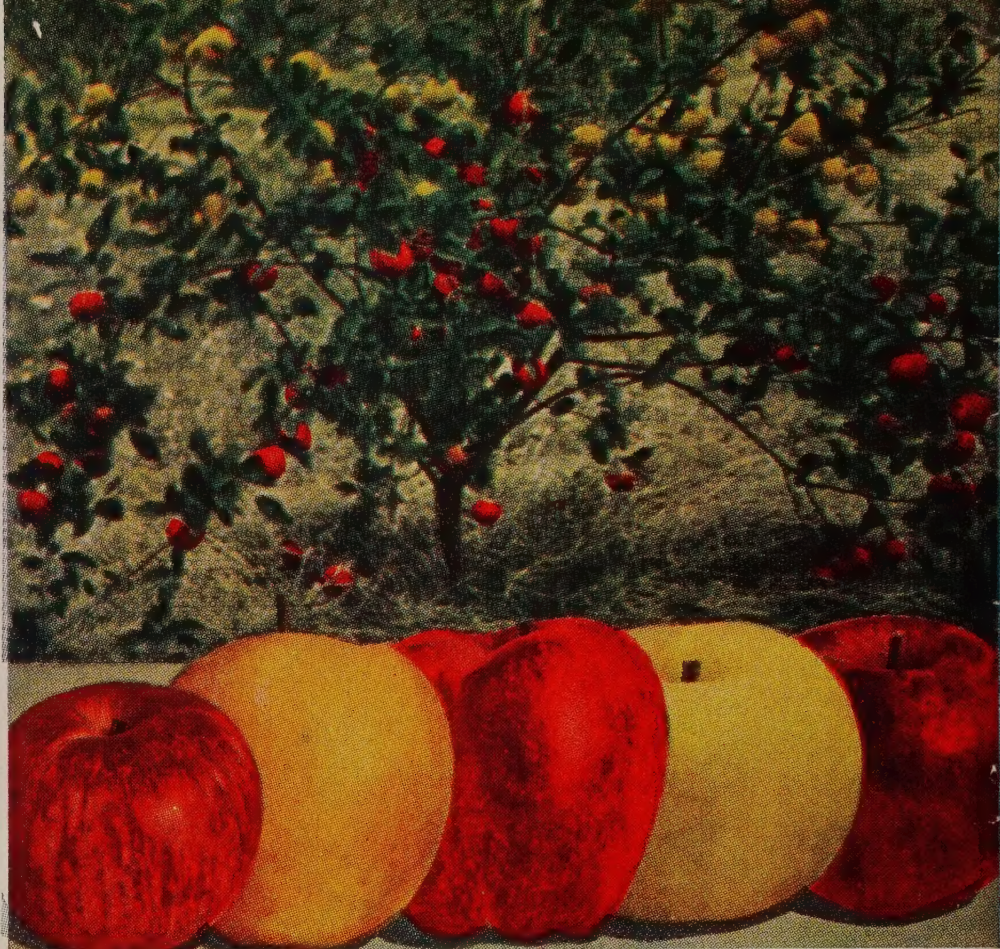
DWARF PEAR TREES

Bartlett. The favorite golden yellow Pear for both cooking and eating. Very sweet.

Clapp's Favorite. Very vigorous and easy to grow. Resembles Bartlett in having large, sweet fruit.

\$3.50 ea.; 3 of same variety \$9.45

(Plant more than one variety for best crops)



Also 5 on 1 Apples, 5 kinds of Apples on same tree!

Selected 5-7' trees, \$3.50 each.

See complete description of this amazing tree on page 16



© **PEACE The World's Most Beautiful Rose**



Enormous, delicately colored yellow Rose. Blooms frequently 5 and 6 inches across. Most beautiful and easiest of all Roses to grow. **\$2.00 ea.; 3 for \$5.40; 6 for \$10.80**

CLIMBING PEACE

NEW . . . the gorgeous Peace in a breathtaking Climber. Just as beautiful as it is in bush form. Needs winter protection in cold areas.

\$2.25 ea.; 3 for \$5.95; 6 for \$11.90

ED SCOFIELD'S

Geneva Gardens

CARTER ROAD
GENEVA, N. Y.

